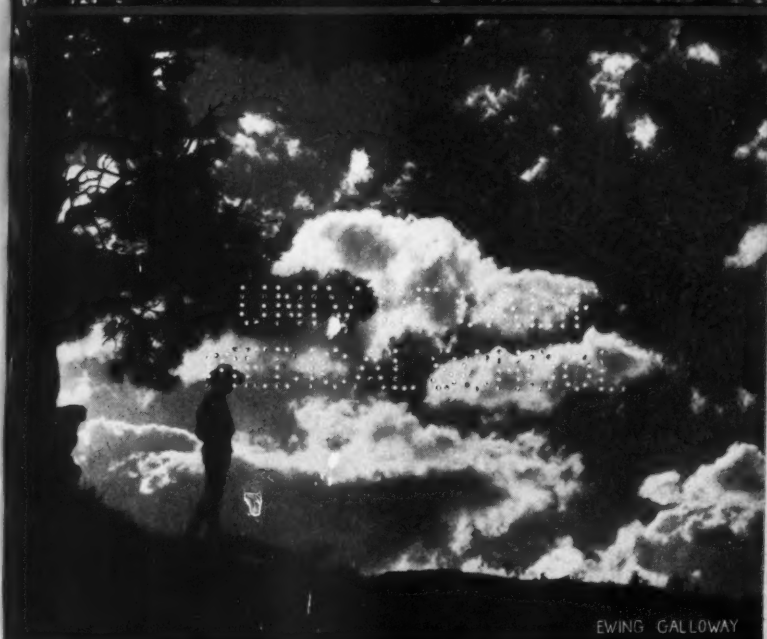


MEDICAL ECONOMICS

Ten Cents a Copy

Published by the Medical Economics Company, Inc.



EWING GALLOWAY

Vol. V

October, 1927

No. 1

IN THIS ISSUE :

Has Your Office Got a Button - hole ?

Doctor, As a Little Token of Gratitude . .

An Old, Old Formula For a New Contentment

- and a new pictorial rotogravure section


Compound Syrup of Hypophosphites

TRADE **"FELLOWS"** MARK

Maxima cum cura commixtus semperque
idem.

Compositio prima ante alias omnis.

The Standard Tonic for over 50 years

Reject  *Cheap and Inefficient Substitutes
Preparations "Just as Good"*

Samples and Literature on request

Fellows Medical Manufacturing Co., Inc.

26 Christopher Street

New York, U. S. A.





Vo

Mexico
physi

MEDICAL ECONOMICS

H. Sheridan Baketel, A.M., M.D., Editor

Harold S. Stevens, Managing Editor

Malcolm L. Hadden, Financial Editor

Lansing Chapman, Publisher

The Two Serpents of the Caduceus

1st Serpent: "A fool
and his money are soon
parted!"



2nd Serpent: "Which
explaineth, my dear
brother, the saying that
it is a wise man who
consulteth his doctor."

Vol. V Contents for October, 1927 No. 1

Mass Education Through Paid Space	7
<i>Harold S. Stevens</i>	
An Old, Old Formula For a New Contentment	11
<i>Fred D. LaRochelle, M.D.</i>	
Has Your Office Got a Button-hole?	12
<i>By an Interior Decorator</i>	
"Now My Idea Is This..."	14
Let Us Have Water!	First pictorial section
Federal Legislation on Clinical Thermometers	18
Dear Sir: May I Have Your Cooperation?	30
<i>By a California Physician</i>	
Talk the Thing Out...	24
<i>H. Sheridan Baketel, M.D.</i>	
Everybody's Business	38
<i>Floyd W. Parsons</i>	
Financial Department	41
The Doctor and His Investments	44
Doctor, As a Little Token of Gratitude	56
General William Crawford Gorgas	
Second pictorial section	
Practice-Building Offices	59
Knee Jerks	64
This Month's Free Literature	70

MEDICAL ECONOMICS: Published monthly at Rutherford, N. J., exclusively for physicians. Circulation more than 110,000. MEDICAL ECONOMICS, INC., Publishers. Rutherford, N. J.

36434

The Great Majority of Pl



THE DENVER CHEMICAL MFG. CO.

163 Varick St., New York

You may send me a trade size package of Antiphlogistine and literature. I understand this will be sent free of charge.

Name

Address

Presc.
tion a

BRON

and o
with t
Antip
renew
specifi

TH

London
Paris
Berlin

of Physicians Everywhere

prescribe Antiphlogistine with continued satisfaction and success in

"COMMON COLDS"

BRONCHITIS

TONSILITIS

LARYNGITIS

LA GRIPPE

and other inflammations and congestions prevalent with the advent of the Fall and Winter seasons.

Antiphlogistine should be applied **hot and thick**—renewing as necessary in accordance with the specific requirements of each case.

Use Coupon On Other Page For Samples and Literature

THE DENVER CHEMICAL MFG. COMPANY

NEW YORK

London

Barcelona

Mexico City

Paris

Buenos Aires

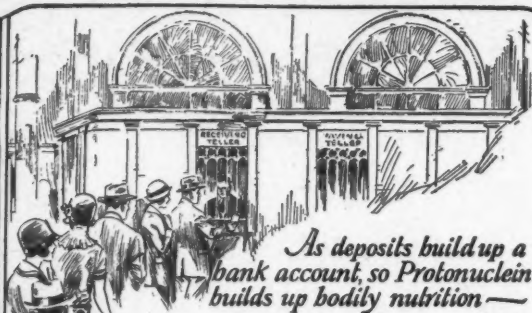
Florence

Berlin

Sydney

Rio Janeiro

Montreal



As deposits build up a bank account, so Protonuclein builds up bodily nutrition—

MANY an individual is drawing too heavily on the reserve funds of the body.

When your patient's endocrine balance is overdrawn, just deposit two or three Protonuclein Tablets every four hours in his system—and watch him acquire a new interest in life.

Note how the appetite comes back, how the eyes take on a new glint, the muscles a new spring. Health, vibrant and joyous, flows into the patient's being.

Try Protonuclein on that "flu" case that hangs on interminably, on patients who are slow in picking up after Typhoid, Pneumonia, or an Operation, or upon that large class of cases known to the laity as "run down"—for Protonuclein actually revives, reactivates, nourishes and strengthens.

Protonuclein



REED & CARNRICK
Jersey City, N. J.

Almost all cases of
VARICOSE ULCER
may be kept
AMBULANT
INCITAMIN

a simple moist dressing
produces excellent results
under adverse conditions

THE composition and chemistry of any of our products, together with samples and directions, will gladly be sent to interested members of the medical profession.



FOR LITERATURE WRITE

LEHN & FINK, Inc.

Bloomfield, N. J.

A Division of
LEHN & FINK PRODUCTS
COMPANY

**The "THERAPEUTIC INDEX" of
MERCUROCHROME-220 SOLUBLE**
may be broadly defined as meaning its
ACTUAL CLINICAL EFFECTIVENESS

Mercurochrome is not dependent solely on its high bactericidal powers to make it so useful clinically as

A General Antiseptic And First Aid Prophylactic

The factors that go to make up the "Therapeutic Index" are largely involved in promoting Mercurochrome's effectiveness, for this germicide is so slightly irritating that solutions of high concentration can be employed in wounds, so that there is a great margin of safety between the killing dilutions and those which come into contact with the bacteria in the body tissues. The demonstrable penetrating ability of the solution must also increase the limits of its sterilizing action beneath the superficial surfaces. The fact that the solution is fixed in the field where applied for some time should prolong the antiseptic effect and the visibility of the stain makes readily apparent just where and how much of the drug is being used. The advantages of these characteristics of Mercurochrome are quite obvious.

MERCUROCHROME in two per cent. solutions, used for first aid prophylactic purposes, is being found a very acceptable successor to Tincture of Iodine, as Mercurochrome.

Does Not Burn, Irritate Or Injure Tissue

HYNSON, WESTCOTT & DUNNING
Baltimore, Md.

MEDICAL ECONOMICS

"The Business Magazine of the Medical Profession"

Rutherford, New Jersey

Vol. V, No. 1

October, 1927

Mass Education Through Paid Space

V - The Method (Cont.)

By Harold S. Stevens

What steps come between the financing and the functioning of the medical program?

THE FIRST unit in this movement for cooperative advertising by the profession is the county medical society. To the county society, therefore, falls the task of overcoming the inertia of several thousands of years of non-advertising.

Having overcome this inertia to the extent of securing the means to finance a campaign, there remains the seemingly simple task of spending the appropriation, and spending it effectively.

Only by a careful organization of the society's advertising activities, and a bull-dog watchfulness on the part of those who have charge of spending, can this part of the project be accomplished successfully and without waste.

The selection of committees, appointment of a special fund treasurer, and delegation of the duties of space-buying, preparing copy, and so on, are points on which any county society is well versed.

Let it be said, however, that these committees should be small and should be given complete authority to pro-

(Turn the Page)

ceed along any reasonable lines without interruption. Only by such a method can the devastating effect of disagreement and continual objections be avoided.

Particularly does this apply to the preparation of material. It is such a common experience for wrangles to crop up, and ideas to clash, over literary or quasi-literary questions, that it is the expected thing. Such interruptions, unless a majority of the society are concerned, should be eliminated from the start.

Certain policies *must* be adopted before the campaign begins to function. There must be a policy regarding

voluntary contributions from individual physicians. We told how the sixty inch space, purchased in two daily papers, was filled each week with informative matter on medical topics of timely interest.

The combined circulation of the two papers was approximately 50,000, reaching, it was estimated, 150,000 readers. There were 52 of the advertisements — 3,120 inches of space — that cost \$3,900. The campaign came to a close on September 1, 1926.

THERE are those among us who are sincere in the belief that the money spent was money wasted. There are those who believe that we should have employed the entire space for the specific purpose of stimulating more interest in the financial side of the doctor's practice. But the majority of those who con-

Here is a clipping from MEDICAL ECONOMICS of February, 1927. Apparently the campaign was well-planned; the space was carefully

*no
have
it?*

Association perhaps the most all projects to a way. The results are tangible, and yet may important!

The Jefferson County Campaign has apparently ended. Dr. Thomson's article tells something of the tangible results. The intangible results are more difficult to trace, but they are there! Here is hoping the Society will continue its good work some day

bought, and the material was carefully written. Why, then, did it end? Perhaps those who had to do with its inception planned for

no more than this short thrust; yet they must have realized that advertising's greatest value is cumulative. Apparently not all agreed that the money was well-spent. Better make sure of whole-hearted support before starting!

the advertisement on "Hay Fever Dog!" "Baby Tampering" scored many direct getters," the campaign was planned and designed to understanding! and the medicine immediately or could be To deter:

what sort of space to use, and a policy regarding what will be said in this space.

A county society's campaign being more or less local in extent, the leading county newspapers would seem to be the most effective means of carrying the society's messages, and so they are.

But depend on it, there will be ample evidence submitted by enterprising advertising managers of high school papers, amateur theatrical programs, lodge organs, special editions of this or that, to the effect that each of their mediums offers a necessary vehicle to the public's goodwill.

(Turn the Page)

This is a page from Agnew's book "Co-operative Advertising by Competitors". It deals with church advertising. So far as the principles are concerned, the word "church" or "religious" might be taken out of this page and "medical" substituted. Note the advice that the advertiser work together with laymen in preparing the advertisements. There is also a valuable hint to the society's space-buyer, in the last paragraph, viz: Better not have medical advertising appear on the sport page.

...missionary society because in
...he regards with suspicion the advice of a
...paper, feeling that it is inspired by a desire to sell
...more advertising space, secondly, he is apt to resent
...vice upon any phase of religious propaganda, feeling
...he is a specialist in this line and not recognizing
...peculiar technique of advertising.
Church advertising is too crowded, not properly laid
out, not sufficiently illustrated, and the text generally
carries no message to the non-church goer. Church public-
ity should properly be written for each congregation
by an enthusiastic lay member who has some idea of
advertising requirements. There is a very great field
here, which will produce an increase in membership and
correspondingly an increase in the financial strength of
each congregation. There is not generally any hostility
toward churches among non-church-going Americans,
merely an indifference that can be overcome by good
"commercial" advertising.

IN CONCLUSION

Church advertising is of value to the community and
to the individual paper, in that it increases the percent-
age of honest and law-abiding citizens and draws to the
paper that element of the community which spends its
money conservatively and pays its bills promptly,
therefore the element most valuable to the commercial
advertiser. Religious advertising is of value to the
churches when it is written with its object always in
view and is massed in a religious section under really
interesting religious news. It is of much less value to
the churches when inserted in the sport section or scat-
tered through the general news pages in contact with
lurid news and seen by the casual reader when his mind
is least receptive to serious and somber-toned subjects.

There may be an exception here and there, but for the bona-fide medical program, it is safe to say that the answer to these should be 100% "no". Such mediums are of little value to any advertiser and certainly have no place in the well-ordered program of a medical society.

Indeed it is by all odds the best thing to map out the entire appropriation in advance, reserving the space in theory if not actually buying it, thus securing an evenly proportioned, well-timed and consistent outlay of funds. At the same time a good answer is provided for the salesman of this "unofficial" advertising space.

The advertising representative of the newspapers themselves may be called in at this point, for the purpose of making suggestions regarding space and copy, though their suggestions need not and probably will not be accepted in toto. Their experience can often supply wise counsel.

If the society is large enough, perhaps an advertising agency can be employed to good advantage, both for counsel on space and on the material which is to appear.

But in all this, the society's own committee should be careful to retain full control and should itself pass on all important points. Authority, in other words, should not be delegated outside of the society, unless the society has implicit confidence that its own policies and purposes will be carried out to the best advantage.

Now comes the last, decidedly the most important consideration. That is the preparation of the material.

Whatever the supporting factors, nothing can make up for poor copy. Whether the copy shall be written entirely by the physician-members of the society, or written by them and revised by an advertising man having an intelligent idea of the situation, or thirdly, entirely prepared by an outside agency and approved by the society—these are points to be decided according to the society's own ideas on the matter.

Whatever the case, begrudge no time to the consideration of the material. It is not just important; it is vital.

The sixth of this series will appear in November.

An Old, Old Formula for a New Contentment

By Fred D. LaRochelle, M. D.

Springfield, Mass.

IT is sadly obvious that the general practitioner of medicine has lost ground during the last quarter of a century.

Various explanations have been offered and the proposed remedies are legion. I have read many, and while I always could see some good in every one of them, I have often thought that any man who could put them all into practice needed neither advice nor counsel.

The plan that I offer differs from the ones above mentioned in that it begins with the contention that the general practitioner's present troubles and the corresponding remedies lie largely with himself. It is a plan that is available to every man. It allows for progress and variations to meet individual needs, and it depends largely on one's own efforts. It does not guarantee to make a Croesus of every budding doctor; but rather it warns him not to strive for such things, and may acquaint him, I think, with a new sort of contentment.

And although the plan is primarily for one starting practice, it can readily be adapted to the needs of the more mature practitioner.

Young doctors and some old ones too are sometimes deceived in despising the commercial aspect of medicine. One often

reads in the press some glowing account of a deceased doctor who never rendered a bill and was known at times to return money

to some needy patient. No account is given of his unsecured debts and his neglected obligations. It is not necessary to be an economist to detect a lurking element of communism or socialism in these recitals. Whatever one's own opinion may be, the fact

IN which it is recommended that the general practitioner cease to blame "conditions," and look to his own resources, natural and acquired.

And showing that, to be a contented physician, one must perhaps be handy with his philosophy.

is that the world is today overwhelmingly committed to the capitalistic system. In this, profit is an essential and indispensable element. It stands for security and progress, the pillars of human happiness.

I would have the young doctor start out by creating an estate of about \$10,000 with the purchase of life insurance. This is to protect the investment in his education and take care of such obligations as accrue to all men. I believe that one is justified in borrowing money to do this.

ONCE that is attended to, I would turn to establishing a modest home with ample provision for a library. I would then get in touch with a reliable bond house and buy at least one thousand-dollar bond each year on credit, making payments from month to month. I would force this to become habit and allow nothing to deter me from it.

(Turn to Page 36)



Has Your Office By an

I SAT in a physician's reception-room the other day—and liked it. Yes, strangely enough, I liked it. It wasn't an exceptionally beautiful reception-room; I have seen others a lot more imposing.

It didn't have tapestries on the wall. There were no Oriental rugs upon the floor. The furniture was comfortable, substantial, and, to my taste, good-looking. But it wasn't of period design, and I thought I detected a worn place here and there in the upholstery.

I didn't wonder at that, because plenty of people pass in and out of that reception-room in the course of a year to take the fluff out of any kind of upholstery short of canvas.

This physician has, in other words, a large practice, and I think I discovered one of the reasons that day I sat in his reception-room.

Flowers! Real ones, fresh cut. Colorful ones, scentful ones. Flowers on the table, in wall vases, here and there in rich splashes.

But not too many of them; the place didn't come anywhere near suggesting a funeral parlor. That

"Flowers! Real ones, fresh cut. Colorful ones, scentful ones. Flowers on the table, in wall vases, here and there in rich splashes..."

doctor had given his office a buttonhole, and filled it with flowers!

The result was that his office had an atmosphere, a presence if you please, that breathed of the goodness of nature.

Not that I am accustomed to dodder around, school-ma'am style, and croon about the beauties of Nature and that sort of thing. But when you haul yourself for fifteen city blocks to your doctor's office, with your misery increasing and your optimism decreasing with each block, it rather does restore your faith in a gentle Nature to relax in a room fragrant with flowers.

Almost everyone loves flowers. There is more wisdom packed into the florist's slogan, "Say it with flowers," than is contained in two chapters of the Koran and a page from Buddha.

Flowers leave impressions upon people's minds, impressions that help to build practice. The at-

Got a Button- Hole

Interior Decorator

"... they were not out of harmony with the dignity of his reception-room. On the contrary his suite gained a peculiar charm because of the attractive little splashes of color."

tendant of a very successful eye and ear specialist told me one day that one of the strictest rules in that physician's office was to have fresh-cut flowers placed in the reception room every morning.

A large florist had a standing order to supply these flowers. Each morning his van would pull up in front of the physician's door, and discharge a box or two of fragrant blossoms appropriate to the season. The selection of the flowers and their distribution about the office was planned by the florist himself, a service he was both glad and competent to render.

This arrangement was not expensive. The florist, because of the regularity of the order, was able to plan bouquets which would relieve him of any oversupply he might have on hand, and many of these flowers lasted several days, when properly cared for. These two factors brought

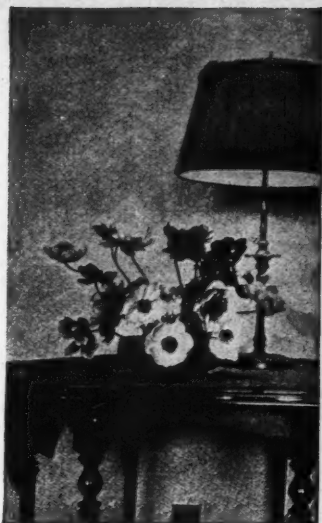


Photo courtesy House Beautiful

the flower cost down to an item which appeared insignificant on the doctor's ledgers, especially when compared to the growth of his practice.

Some of the patients that came to this office, the attendant told me, were business executives who would call on their way downtown in the morning. Now and then she would observe one of them departing, after the visit, with an aster tucked into his buttonhole. Advertising? Possibly, but quite the most subtle, the most ethical, and the most delicate means of advertising I know.

Incidentally, this specialist chose the vases for his flowers himself. They were brightly colored, of fantastic design, quite Oriental.

YET they were not out of harmony with the dignity of his reception-room. On the contrary his suite gained a peculiar charm because of these attractive little splashes of color.

(Turn to Page 36)

"Now My Idea is This"

*Some Hard-to-Reconcile Statements by a
Philadelphia Physician*

DR. WILMER KRUSEN, Director of the Department of Health for the City of Philadelphia and Fellow of the American Medical Association, is talking:

"... Many persons are afraid of physicians and hospitals. Moreover, the physician keeps office hours which are relatively incon-

! ! !

"The materials necessary for controlling the health problem are in stock and can be obtained promptly. Queries about health facts are asked by interested customers. Odds and ends of information ... can be gained in such conversations with a pharmacist."

! ! !

venient for persons who are busy with their own affairs. In addition to this, charges for consultations and treatment, even though modest, often keep the public from seeking the advice of a physician.

"The pharmacists are, therefore, more strategically situated than any other group of individuals to give personal advice upon matters of public health on which they are informed. The information is given free of charge and may be obtained within easy walking distance of the home. The materials necessary for controlling the health problem are in stock and can be

obtained promptly. Queries about health facts are casually asked by interested customers. Odds and ends of information not easily accessible in the health literature can be gained in such conversations with a pharmacist. A well-informed pharmacist is the best single individual to disseminate information about public health.

"The pharmacist often is the family friend and adviser. He reaches the great mass of plain people. He talks their language. He explains technical terms. And our public-health work is successful in proportion to its adaptability to the majority of people."

Surprising as it may seem, these statements were actually published in the Philadelphia Ledger, beneath the signature and photograph of Dr. Krusen.

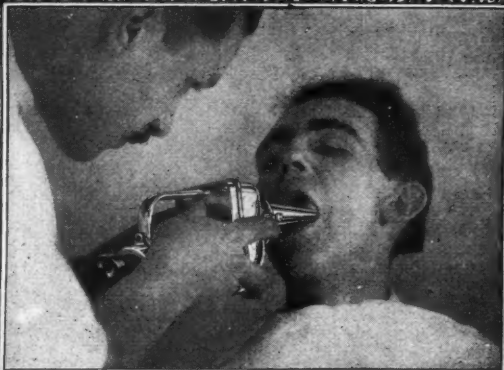
! ! !

"The pharmacists are more strategically situated than any other group of individuals to give personal advice upon matters of public health... The information is given free of charge and may be obtained within easy walking distance of the home..."

! ! !

Dr. Krusen was occupying, for the day, one of the Ledger's special columns, a department called "Now My Idea Is This!" and
(Turn the Page)

THE KROMAYER LAMP



Showing the manner of treating Tonsillitis with the Kromayer Lamp. Suitable Tonsil Applicator is being used to concentrate the rays.

TONSILLECTOMY may not always present the most suitable manner of treating tonsillar infections and hypertrophied tonsils. It implies the usual risks of surgery to which some patients cannot be subjected. ¶ Quartz light therapy has been reported not only as a factor in causing the shrinkage of ton-

SUGGESTED TECHNIQUE

First cleanse the crypts filled with caseous substance, thus permitting thorough radiation. Then, with Kromayer Lamp, administer a second degree erythema, using tonsil applicator. Treatments may be repeated daily.

sils, but also as a means for promoting reconstructive metabolism . . . in many cases regenerating the locality and obviating the necessity of

more drastic measures. ¶ The bactericidal quality of quartz light accounts for its broad use in general infection of the upper respiratory tract.

HANOVIA CHEMICAL & MFG. CO.

Chestnut St. & N. J. R. R. Ave., Newark, N. J.

*Branch Offices: 30 Church St., New York City 30 N. Michigan Ave., Chicago
220 Phelan Bldg., San Francisco*

HANOVIA CHEMICAL & MFG. CO., Chestnut St. & N. J. R. R. Ave., Newark, N. J.

Gentlemen:—Without my assuming any obligation, kindly send me authoritative reprints on the application of quartz light therapy to Throat and Oral conditions.

Dr.

STREET.....CITY.....STATE.....

further described as "Daily Talks With Thinking Philadelphians on Subjects They Know Best."

Now MEDICAL ECONOMICS has, twice recently, referred to an apparent conflict between medicine and pharmacy. The first reference was the article, in July, answering Mr. Frolich's criticism of the dispensing physician. The second was a letter from a reader complaining about the prescribing pharmacist. So far there has been no reply to either of these articles from anybody in the field of pharmacy, though there has been plenty of response from the medical profession.

If it is really necessary to define an issue, perhaps it can be done this way. Medicine and pharmacy can not and should not try to compete. The one is administrative and the other a sort of service of supply. One or the

other must yield first importance to the other, and pay a due respect.

Medicine would seem, by common reasoning, to be entitled to first importance. If it is so entitled, then physicians ought to have the privilege of determining whether or not they will dispense their own medicines, whether or not they will do this, and whether or not they will do that. If they feel that the health of American citizens is being imperiled by the casual doctoring of a behind-the-counter druggist, their complaint should be listened to with a measure of deference.

So much for that. There is the issue, and that is what MEDICAL ECONOMICS, in all good faith and friendship, would like to have the disciples of pharmacy understand. MEDICAL ECONOMICS does not believe in any doctrine of "putting phar-

(Turn to Page 17)

You Can Decrease the Dose

WHAT other laxative can you prescribe and feel sure that, after a reasonable time, you can not only gradually reduce the dose, but in most instances stop its use entirely?

You may have some favorite preparation that will permit the foregoing *occasionally* but with Agarol you may count on doing this in the average case of constipation with *surprising regularity*.

Clinical experience has shown that Agarol restores the "inherent," or physiologic, powers of the bowel to a point where it can perform its functions naturally without requiring the aid of continued medication.

AGAROL, the original Mineral Oil—Agar-Agar Emulsion, has these special advantages:

Perfect emulsification; stability; pleasant taste without artificial flavoring; freedom from sugar, alkalies and alcohol; no contraindications; no oil leakage.

No griping or pain; no nausea or gastric disturbances; not habit forming.

AGAROL

A GENEROUS TRIAL QUANTITY FREE
UPON REQUEST.

WILLIAM R. WARNER & CO., Inc.
Manufacturing Pharmacutists since 1856
113-123 West 18th St., New York



Recommend Mistol for the Nose and Throat

MISTOL and the Mistol Dropper are a real advance in nose and throat therapy. Menthol, eucalyptol and camphor are combined in a specially prepared petroleum base, which keeps these soothing and healing ingredients in direct contact with the mucous membrane for a considerable length of time.

Unlike douches, Mistol avoids any possibility of sinus trouble. With head tilted back, the patient should let Mistol drop into each nostril until it is felt to be running into the back of the throat. It is manifestly superior to salves which do not reach all parts of the mucous membrane.

Especially efficacious in coughs and colds, simple, congestive and catarrhal rhinitis, hoarseness, bronchitis, and laryngitis.

Sold in original sealed cartons containing
a two-ounce bottle and Mistol Dropper

Mistol

Made by NITOL LABORATORIES, STANDARD OIL CO., New Haven

Let Us Have

W

And
the
Sup



(Top) A fork in the aqueduct that carries New York City's water supply.

(Left) The water carrier of Peking must be careful to balance his load.



(Above) The Javanese man carries it in bamboo tubes.

(Left) The Great Well in Bijapur, India.

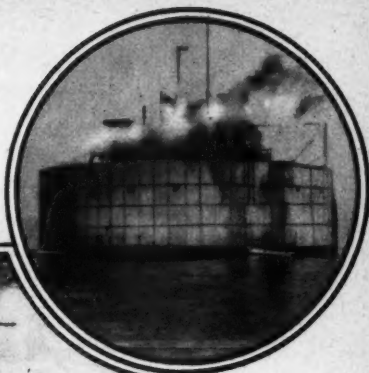


(Ab
bat
beli
(Ri
a de
of V

Water!

Ancient and Modern Methods
the World Uses to Obtain its
Supply of Drinking Water

Photos by Ewing Galloway



(Top) Cleveland
pipes her water
from cribs situ-
ated far out in
the lake.



(Above) If water is good enough to bathe in, it is good enough to drink, Believe the natives of Chungking, China. (Right) An artesian well spouting from a depth of 3695 feet in the dry country of West Australia.



(Below) The ancient
Claudian aqueduct that
carried water into Rome.



ALWAYS SPECIFY

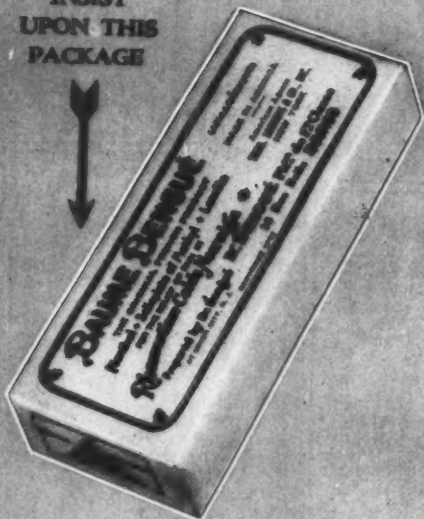
BAUME BENGUÉ

(ANALOGIQUE)

Pronounced
"BEN GAY"

FOR THE EXTERNAL TREATMENT OF —

INSIST
UPON THIS
PACKAGE



NEURALGIA
STIFF JOINTS
SPRAINS
BACK ACHE
SORE THROAT
HEAD ACHE
NEURITIS
RHEUMATISM
STIFF NECK
CHEST COLDS
SCIATICA
RHINITIS
AND ALL CONDITIONS
WHERE A COUNTER-
IRITANT AND REFRIGER-
ANT IS INDICATED.

THE ORIGINAL
FRENCH PRODUCT NOW
MADE IN AMERICA

RECOMMENDED BY
PHYSICIANS FOR
TWO GENERATIONS

If you HAVE used "BEN
GAY," may we hear from our
FRIENDS.

If you HAVE NOT, may we
send you samples and literature.

Write today to

THOS. LEEMING & CO., Inc.
525 Sixth Avenue New York

macy in its place", but MEDICAL ECONOMICS does believe that a certain element in the pharmaceutical profession needs to be gently but firmly spanked.

The one thing that causes the eyebrows to lift an inch or so upwards is that, right in the midst of this situation, comes a talk like Dr. Krusen's.

Take out the author's name and picture, and who wouldn't swear that somebody violently anti-medical and pro-pharmaceutical had written it?

One of Dr. Krusen's own colleagues says this: "By reading this article a few times, one becomes so incensed at the audacity of it that he is ready to *fight in a good many ways*. It is written by the Director of the Department of Public Health of the City of Philadelphia, who is also now President of the Philadelphia College of Pharmacy and Science.

"When will the physician stand up and ask what right a pharmacist has to give personal advice on health, and tell patients of physicians what their prescriptions are made of, and to suggest another remedy just as good?"

All very well to speak of fair-mindedness and tolerance. But it is difficult for any man to serve two masters and serve them honestly.

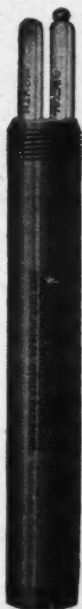
MEDICAL ECONOMICS wonders what the American Medical Association thinks of all this. Does it approve of this strange propaganda by one of its Fellows?

The columns of MEDICAL ECONOMICS are also open to Dr. Krusen to say whatever he wants to about it.

A new feature of MEDICAL ECONOMICS is the pictorial rotogravure section in this issue.

Fack-ne Twins

Clinical
|and
Rectal



Examine these Faichney Twin Thermometers at your dealer's. You are to be the judge of their desirability in your practice and of their apparent superiority. But the basic sources of thermometer values are not always apparent to the eye. A thermometer may look more than it is.

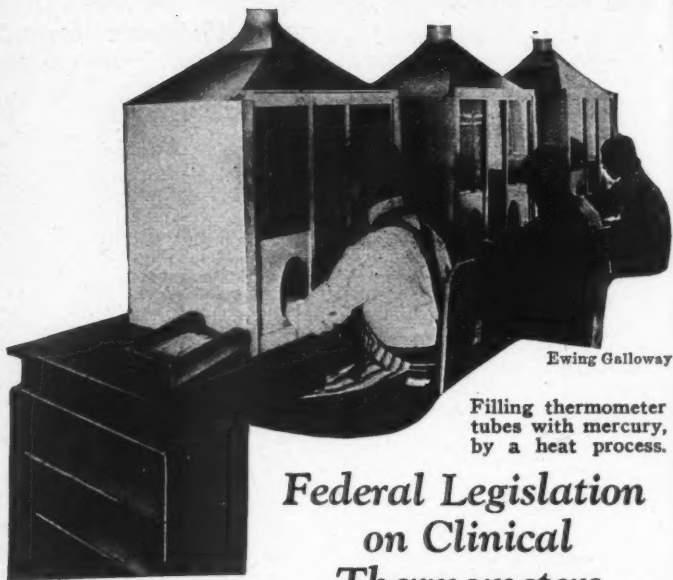
Back of the "Faichney Twin" is 35 years of Faichney pre-eminence.

Sources of long life and dependability will reveal themselves to the physician in terms of satisfaction, confidence, and dollars saved in replacements.

Faichney Twin Thermometers do not develop defects at some future date. Our responsibility does not cease until the thermometer is broken.

\$4.00 at Your Dealer's





Ewing Galloway

Filling thermometer tubes with mercury, by a heat process.

Federal Legislation on Clinical Thermometers

IT IS almost as difficult to explain to the ordinary individual just what a clinical thermometer consists of, and why, as it is to outline the principles of Einstein's theory.

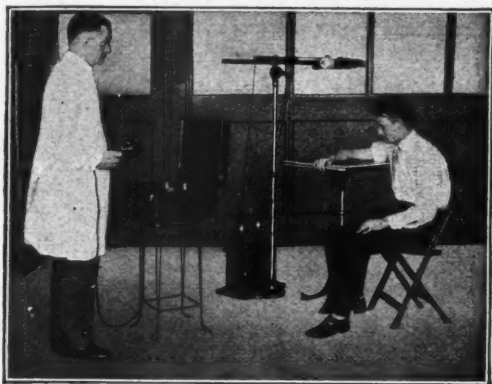
The reason for this is probably the outward simplicity of the instrument itself. Apparently it is nothing more than a rod of glass with a column of mercury in the middle. A few lines and figures furnish the basis for reading temperature, and that, seemingly, is all there is to it.

When one states that the column of mercury inside that little rod of glass measures no more than one one-thousandth of an inch in diameter, or considerably less than the thickness of one blonde hair, one perceives his listener to sit up and announce that he is being kidded. If you go on to tell him that the glass from which the thermometer is made

has, like tobacco, wine, or cabinet woods, to be aged before it can be sent forth to a trusting market; if you tell him that each little instrument must pass through fifty or so processes and inspections before it can be passed as perfect by a reputable manufacturer, and that some of the most delicate and skilled craftsmanship that the human mind and hands are capable of goes into the making of a fever thermometer, he is either ready to walk away and leave you, or shake your hand and call himself a wiser and better man.

BUT the fact is, these broad and somewhat incredible statements are the unexaggerated truth.

Knowing which, it is easy to see why the accuracy of a clinical thermometer becomes a matter
(Turn the Page)



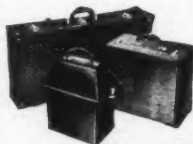
Your Practice Merits this Practical and Efficient Office X-Ray Outfit

MANY physicians who feel the need of an X-ray outfit in the office have put off buying until they could afford equipment of the heavier type, in the belief that a smaller outfit would not do justice to their practice.

While this may hold true in the light of experiences with some outfits, the fact is that the Victor X-Ray Corporation has designed this Office and Portable Stabilized X-Ray Outfit with which the physician can produce, consistently, radiographs equal in diagnostic quality to those obtained with any major size X-ray machine.

As it will energize the special Coolidge tube to 10 milliamperes at 85,000 volts, when connected to any lamp socket, the range of radiographic service offered is ideal for the physician in general practice, as it permits radiographs to be made of any part of the human body, excepting, of course, instantaneous pictures of the gastrointestinal region and extremely short exposures required in some forms of chest radiography.

Consider an outfit of this caliber, compact and so designed that it may be quickly "knocked down" and conveniently brought to the patient's home when necessary. It is truly an ideal office outfit with the added feature of portability. Write for Bulletin 276, which contains a complete description.



*A complete X-Ray Outfit
in three carrying units*

VICTOR X-RAY CORPORATION

2012 Jackson Boulevard

Chicago, Illinois

There's a CONTINENTAL —for every professional need

THERE'S the beautiful *Physicians' Scale* whose exclusive features make it the easy, quick scale to use and a giver of a lifetime of precise accuracy. The "*Stork*" *Baby Scale*, accurate to the $\frac{1}{4}$ ounce, spill-proof, tip-proof, error-proof, is an invaluable assistant in the home visited by the stork. The *Clinic Scale* and the *Portable*

are unsurpassed for the specialized service they were designed to render. Back of each of these medical scales are twenty years of experience in producing weighing machines that met the rigid requirements of the medical profession. Each is the product of successive improvements. Each is supreme in its field. Let us send you literature descriptive of them.—

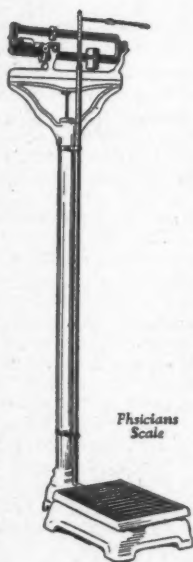
CONTINENTAL SCALE
WORKS, Desk 76-J, South
Claremont Ave., Chicago.



Clinic Scale



*Lightweight for
the Traveling
Nurse*



*Physicians
Scale*



Stork Baby Scale

in which the Government of the United States should interest itself closely.

Directly, of course, the Government's interest does not spring from the complexity of a clinical thermometer. Rather it is the importance of this little diagnostic instrument in discovering and following the course of sickness, and the disastrous results that can come from inaccurate fever thermometers, that makes it imperative for the old-time cry of "legislation" to be picked up and echoed about.

The Government, as the first article of this series pointed out, has the only effective weapon against inaccurate clinical thermometers being imported from abroad, or manufactured here by unscrupulous makers.

And, as the first article also pointed out, it is essential that this weapon be used in the most effective way. That means that only legislation should be passed which meets the situation in the wisest way, and which works the least hardship upon all responsible parties concerned!

Now it is obvious that you can not legislate wisely in regard to a matter about which you know little or nothing. If the matter about which you are legislating is unusually complicated, if it involves details that you can fully understand only through long experience, it is the course of wisdom to listen to those who do know these details, thoroughly and competently.

THE Government is willing to use its power to eliminate inaccurate clinical thermometers from the sickrooms of the country.

All reputable manufacturers

are willing, even anxious, for the Government to do this. But the manufacturers know, a great deal better than most people concerned with governing, just how hard it is to instill accuracy into a clinical thermometer and how easy it is to lose that accuracy after the thermometer goes to market.

IF it is hard to explain a clinical thermometer to the ordinary individual, it becomes doubly hard to explain it to a body of legislators.

Congress, for instance, came very near passing a bill, a year or two ago, which would have compelled every fever thermometer offered for sale in the United States to be first submitted to the Bureau of Standards in Washington for testing. This would seem to be an ideal way of protecting the profession and public, and so thought a lot of good, honest men.

But those more intimate with the business were able to point out immediately that this bill wouldn't do at all. In the first place, it would have had the effect of putting the United States Government into the fever thermometer business, with its attending responsibilities instead of decentralizing this responsibility throughout the fever thermometer industry, where it properly belongs.

In the second place, this bill would not have been such sure-fire protection, after all, for the reason that a thermometer may lose its accuracy if the glass has not been properly aged. Thus, a thermometer tested and approved by the Bureau of Standards, and bearing the Bureau's official

(Turn the Page)

In Biliary Stasis and Hepatic Torpor -- prescribe

AGO-CHOLAN TABLETS
2 GRAINS EACH

Literature and samples from E. BILHUBER, Inc., 25 West Broadway, New York, N. Y.



Modern equipment is one means of bringing a physician and his patients together with a feeling of complete confidence on both sides.

The manufacturers below will welcome inquiries.

Furniture

Allison Office Furniture

W. D. Allison Co.,
Indianapolis, Ind.

American Metal Furniture

American Metal Furniture Co.,
Indianapolis, Ind.

Specialists' Office Outfits

Sorensen Diagnostic Treatment Cabinets

C. M. Sorensen Co.,
Long Island City, N. Y.

X-Ray Equipment

Engeln

Engeln Electric Co.,
Cleveland, Ohio

Victor

Victor X-Ray Corp.,
Chicago, Ill.

Wappler

Wappler Electric Co.,
Long Island City, N. Y.

Physiotherapy Equipment

Engeln

Engeln Electric Co.,
Cleveland, Ohio

Hanovia Alpine Sun Lamps

Hanovia Chemical & Mfg. Co.,
Newark, N. J.

McIntosh Diathermy

McIntosh Electrical Corporation,
Chicago, Ill.

Victor

Victor X-Ray Corp., Chicago, Ill.

Wappler

Wappler Electric Co.,
Long Island City, N. Y.

Sterilizers

Castle Sterilizers

Wilmot Castle Co., Rochester, N. Y.

Office Scales

Continental Scales

Continental Scale Works, Chicago, Ill.

Detecto Scales

Jacobs Bros. Co., Brooklyn, N. Y.

Detecto-Lette Baby Scales

Jacobs Bros. Co., Brooklyn, N. Y.

mark, might be far from accurate by the time it reached the oral cavity of a sick patient. This could happen, if thermometers made of "green" glass, as the manufacturers call it, found their way into the testing bureau of the government, for unfortunately there is no practical test known at present for telling whether glass is "green" or properly aged.

To digress for a moment, the explanation of the "green" glass phenomenon lies in the extremely small bore and split-hair accuracy of a fever thermometer. If you have a column of mercury thinner than a hair's breadth, it is going to take an extremely small influence to change the length of that column. Suppose, for instance, that your column of mercury were enclosed in an instrument made of "green" glass, which, not being aged, is subject to slight and invisible changes in its structure. Now suppose that you tested and found your column of mercury to measure so-and-so at ninety-eight degrees, and you proceeded to engrave a mark at this point. If no change in the glass takes place, your column of mercury will forever afterwards rise to exactly this point; in other words your thermometer will remain accurate.

BUT if a change, only a microscopic change takes place, as it is bound to in "green" glass, the column of mercury will undergo a decided change in relation to the fixed mark. Your thermometer will then not be accurate, and lucky you are to discover it in time.

The glass, in other words, from which fever thermometers are made must be relied upon to hold itself in a perfect state of quiescence, and allow its little column of mercury to do its diagnostic stuff. That means putting your fever thermometer, before the marks are engraved upon it,

(Turn the Page)

TRADE
MARK
REG.

STORM

TRADE
MARK
REG.

Binder and Abdominal Supporter



Lifts and Holds

For Ptosis, Hernia, Pregnancy, Obesity, Relaxed Sacro-Iliac Articulations, Floating Kidney, High and Low Operations,—for any condition calling for abdominal support.

Every Storm Supporter is made to order, a doctor's work for doctors.

Supporter is made and mailed within 24 hours after order is received in this office.

We will gladly send descriptive literature and samples of materials with full information as to results attainable, with order blanks explaining measurements.

Katherine L. Storm, M.D.
Originator, Owner and Maker
1701 Diamond St., Philadelphia

THIS TRADE-MARK



Identifies National Therapeutic Arc Carbons

EACH individual National Therapeutic Arc Carbon is stamped with the above trade-mark. Included in the trade-mark is the therapeutic classification "A" "B" "C," etc., by which the user determines the type of carbon it is. Each type of National Therapeutic Arc Carbon can be further identified by a distinctive color appearing on the end of each carbon. These identifying means have been adopted to help the user in the satisfactory selection of the carbons.

The name "National" on a carbon product is the mark of a service which is highly respected by the professional and technical men of the country. It stands for the same technical ability which was responsible for the development of activated carbon used in the gas masks during the war; for the perfection of the arc carbons used by the army, navy and air-mail service in large searchlights; for the arc carbons used in the production and projection of motion pictures, and for the rapid advance in the quality of the

many carbon products used by industry.

National Carbon Co., Inc., has been active in the production of carbon products since the very beginning of this industry. It maintains the world's largest laboratory devoted to the research and development of carbon products. It assures you that National Therapeutic Arc Carbons were placed on the market only after exhaustive tests in the laboratory and in the field had proved that they will answer the complete requirements in light therapy. National Carbon Co., Inc., offers you every assistance in the proper use of its products.

With a single arc lamp and the use of the proper size and type of National Therapeutic Arc Carbon it is possible to obtain all the light conditions required in light therapy. Our booklet entitled "National Therapeutic Arc Carbons" will be gladly sent to you upon request.

National Therapeutic Arc Carbons are sold by arc-lamp makers and by physicians' supply houses.

NATIONAL CARBON COMPANY, INC.

Cleveland, Ohio



San Francisco, Cal.

Unit of Union Carbide and Carbon Corporation

through a six months aging process. If some unscrupulous maker here or abroad (and there are undoubtedly a few operating here and there in dark, obscured corners) should carelessly overlook this aging process, the Bureau of Standards would be sadly deceived, and their stamp of approval would mean nothing.

This, as we were saying, is the second fallacy in Congress' first attempt at clinical thermometer legislation.

The third fallacy is the prohibitive rise in cost which would result from government testing of all instruments, for two reasons. First, there would be the cost of shipping several hundred thousand clinical thermometers monthly to and from the Bureau of Standards, with the attending percentage of breakage. Second, there would be the manufacturer's own investment in the thermometers undergoing test, on which investment he must all the time be realizing interest.

THE tying-up of his stock in the testing bureau means an added charge on the ultimate cost of the individual instrument, and if the instruments were held by the Bureau through an aging period, to make certain that no "green" instruments were passed, this interest charge would be especially heavy.

These are the objections against that form of legislation, which was touched upon in the preceding article under the simple and unassertive title of Bill S-2059.

In this same article, you were asked to support its substitute, a bill devised to accomplish all the purposes of protecting the profession, the trade, and the pub-

lic, without the disadvantages and impracticabilities of the first plan.

You were asked to write your Congressmen, urging passage of Bill S-2142, as they like to call it in Washington. The confusing details explaining just why this second type of legislation merited the support of all physicians, were spared you from the first article.

EVERY ounce of that article's breath emphasized the importance of getting off the message; in other words, you were asked to act upon the advice of the clinical thermometer industry, who know the ins and outs of the business better than anybody else.

If you acted upon that advice, well and good. If you must have the details, here they are.

Bill S-2142 provides for a nation-wide licensing system a good deal like that now effective in the manufacture of arsphenamine. This system would require that every fever thermometer offered for sale in the United States be made by a manufacturer licensed by the Federal government, and shall bear that manufacturer's mark together with the government seal engraved neatly but plainly on its crystal surface.

In other words, no fever thermometer could be offered for sale in the United States unless it had this little magic symbol of the Federal license. And it is in the rigid scrutiny under which these licenses would be issued, and the continual check-ups after their issuance, that makes this system so effective as a guardian of the sick-room.

(Turn the Page)

NICHOLS NASAL SYPHON

As a means of Sinus Evacuation in your office or under your direction at home. Write now for big important book.

NICHOLS NASAL SYPHON, Inc.

155 E. 34th Street

New York, N. Y.

If a manufacturer, for instance, desired to sell fever thermometers on the American market, he would be obliged to open his plant for the inspection of government officers, expert in thermometry.

HE would be invited to prove to these inspectors that his equipment is entirely adequate for the production of reliable clinical thermometers, and that his testing apparatus is just as it should be.

He would show his methods of manufacture, inspecting, and testing, and would submit a number of samples of the finished thermometers for the government to hold as representative of this manufacturer's output. He would even allow the government to have a measure of control in regulating the aging process. Finally, the government would buy samples on the open market from time to time, and test these rigidly to make certain that the manufacturer is not relaxing his high

standards.

Thus, no manufacturer could possibly foist inaccurate clinicals upon the American public; yet the responsibility is left right where it should be, with the manufacturer. If his product falls below standard, his license may be revoked.

This plan does not commit the economic folly of putting the Federal government in business, as does the first.

Manufacturers would have to prove to the United States Government that they could make a clinical thermometer which would be accurate and stay accurate. They would have to live up to the same policy or lose their licenses. The responsibility would be theirs. Their elaborate and expensive testing apparatus would be doing its proper work, instead of lying idle while a similar set of apparatus in the Bureau of Standards attempted to test the entire country's production.

The Federal Government would be exercising its full authority,

Yes, I will want a dozen "Vims"

TENS of thousands of VIM Needles are giving economical and dependable service to physicians everywhere. The first cost is a trifle more but in strength, freedom from annoyance, and saving in replacements they have set new standards of efficiency and economy—replacing the cheaper, corroding, clogging needles and paving the way for better technique in hypodermic medication. Begin now to enjoy the exclusive "Vim" features. Send your dealer an order for a dozen "VIMS"—the super needle with the square hub. Hypo sizes \$2.50 per dozen.

MAC GREGOR INSTRUMENT CO.

NEEDHAM, MASS.

"—and a dozen "VIMS"



watching constantly over clinical thermometer accuracy, yet they would in no wise be conflicting with the industry itself.

Easy to see why all reputable manufacturers and dealers want to see Bill S-2142 go through. They are willing to accept the responsibility for accuracy, if they do not have to compete with the rank inaccuracy of irresponsible foreign and fly-by-night manufacturers.

Every reputable house connected with the clinical thermometer industry appreciates, probably even more than those who use the instruments, the value of accuracy and the danger of inaccuracy. In other words, they are honestly concerned with your own and your patient's protection.

THEY want to eliminate the bootleg thermometer, but they do not want to lose that most

vital essential to their own efficiency and morale, the responsibility for accuracy of their own instruments.

They do not want the government to make the mistake of entering upon a business which required years of concentration and vast outlays of testing equipment.

If you, the physician, want to uphold them in this attitude, act, if you haven't already!

Write, or wire, your Congressman to support Bill S-2142, providing for Federal licensing of clinical thermometer manufacture.

And then pick up your own clinical thermometer—and try to realize that your patient's temperature is recorded by a column of mercury thinner than a hair, and that over fifty inspections have gone into the accuracy with which it does this.

It's a wonderful little instrument—when it's correct!

Modern Office Equipment



DO YOU VALUE YOUR PATIENTS' OPINION?

ALLISON matched office suites are looked upon as Builders of Good Will and as an ethical way of advertising. Conveniences of ALLISON appliances will facilitate your work and conserve your strength.

Sold by reliable dealers.

Catalog on request.

W. D. ALLISON CO., Manufacturers
913 N. ALABAMA ST., INDIANAPOLIS



Crane Beach

... On the Cunard West Indies Cruise

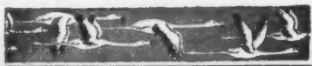
Bathe in sparkling blue water at 76° in Winter... one of the most beautiful tropical beaches in the world... Lounge under the cocoanut palms... eat the fried flying fish and paw-paw at a swanky little hotel.

31 days of sun... the oil of relaxation poured softly into your marrow... And 14 other ports of gaiety and contrast... Sidewalk cafes in Havana... green darting birds in Curacao... Kingston... La Guayra... Port au Prince... tiffin and golf at a smart club in Bermuda...

And for luxury and idleness your cabin in between ports... cool English chintzes... deep chairs... a soft breeze from the punkah louver, the modern ventilator installed by the line... You might be in a guestroom in a magnificently well-run home. See your local agent or 25 Broadway, New York City.

FRANCONIA—15 days—	
From N. Y. Dec. 20...	\$200 up
CALIFORNIA—31 days—	
From N. Y. Jan. 21 and	
Feb. 25	\$300 up

CUNARD-ANCHOR West Indies Cruises



THE UNLICENSED MOTOR

Reported by Lawyer Hayward



IT was the first week of 1927, and the doctor was ready for business as usual.

"We haven't got our 1927 license yet," the driver pointed out.

"We'll have it in a few days. Take a chance and take the car out," the doctor ordered, and that afternoon the car was smashed up by a street car.

Then the doctor put in a claim for damages against the street railway company. But they, unfortunately, did not feel in a mood to pay up.

"Your motorman was negligent, which was the cause of the accident," the doctor stated.

"We admit that," the street railway agreed.

"And my driver was free from fault."

"We admit that, too."

"Well, then buy me a new car."

"Not so fast; your car has no license for 1927, and that cuts you out of the claim."

"Even when the absence of a license had no connection with the accident?"

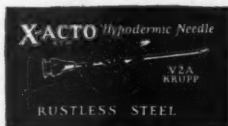
"That's what our lawyer tells us."

Now, if the car had been injured in California, Illinois, Kentucky, Pennsylvania, or Vermont, the street railway company would have had to "foot the bill" as the courts have ruled that the mere fact that the injured vehicle was unlicensed did not excuse the negligence of the other party. On the other hand the courts of Massachusetts and New York have ruled the other way.

You Know **X-ACTO** Syringe and NOW!

(REG. TRADE MARK)

After two years of research, experiment and test we are proud to offer as a fit mate to this sterling syringe



Highest chromium content steel (23%).

Razor edge hand honed points that stay sharp.

Flexibility and temper of finest carbon steel.

Efficient hub that prevents point touching and allows good purchase to put on and take off.

Hub especially milled to take cleaning wire easily.

No more pricking of fingers. Just lift up needle rack.

Fits X-ACTO Carter Grip and Needle lock.

Moderately priced—\$2.50 dozen and up.

Made in eighteen practical sizes.

Sold only in patented convenient metal case.

* Sold thru dealers only.

S. DONIGER & CO.

Write for
Free
Sample

23 East 21st Street

New York City

A Fit Mate
to X-Acto
Syringe

BURDICK

Precision Mercury Arc Lamps

For the brief, intensive application of Ultraviolet to the cavities and sinuses you need the Burdick Water-cooled Mercury Arc Lamp. This perfect instrument transmits the short, Ultraviolet rays—with marked germicidal properties. In gyneciatrics and in treating genito-urinary diseases, and infections of the eye, ear, nose and throat, it is invaluable.

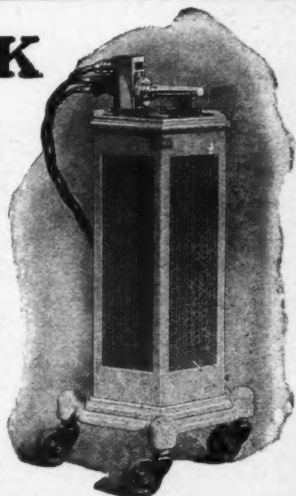
You can now employ a greatly increased intensity of Ultraviolet radiation—perfectly controlled and permanently sustained through hundreds of hours service.

THE EVER-CLEAR QUARTZ WINDOW

Rigid tests, recently completed, show that a casing equipped with the Ever-Clear Window has an increase in efficiency of 45 per cent over brand new casings of other types—and an increase of over 600 per cent over casings of other types in use for less than 100 hours.

Write for our new Booklet describing the Burdick Water-Cooled Mercury Arc Lamp Series.

THE BURDICK CORPORATION
Milton, Wisconsin



LW—530 for Alternating Current
LW—230 for Direct Current

Dear Sir:

May I have
your cooperation?

*Some collection suggestions by
a California physician*

A FEW years ago, the average patient would have been insulted if you had dared to ask him to pay off his account on the installment plan.

Physicians and patients alike were generally quite indifferent to that necessary little matter of *payment*. The attitude of most physicians seemed to be "any old time will do", and the patient responded in spirit—"Oh, yes, that little bill. I'd quite forgotten about it—a mere trifle, of course!"

It was a delicate matter. Nice people didn't talk about such things. Nice physicians didn't press their patients for payment; they were much too dignified for that.

This state of affairs, fortunately, is rapidly passing out of existence. The matter of doctor's bills and their payment is no longer barred unconditionally from polite conversation and polite correspondence.

Another thing, too, is that the deferred payment plan has crept into the majority of homes in the United States, and few are the pianos, automobiles, and washing machines which have been purchased for spot cash.

Isn't it logical that doctor's bills should be paid in the same manner?

I adopted this scheme in my practice some time ago and found that it achieves excellent results. Patients readily take up with the suggestion of partial payments, *provided* that the suggestion is put to them tactfully, and in a spirit of kindness.

After trying out several letter-forms, I finally settled down to a standard few, designed to meet all the phases of my own particular collection problems.

ONE letter, which seldom fails to produce the desired result, reads like this:

Dear Sir:

In going over my accounts I note that you are probably doing as a good many of my patients are—waiting until you are able to pay the full amount before settling the account. I am sure that you will readily recognize the fact that if many patients do this, as they seem to do, it works a great hardship upon me.

May I not have your cooperation in making it a point to make a weekly or monthly payment regularly? Please indicate on the bottom of this letter the amount you will be

(Turn the Page)

Radium Chloride

Intravenous Solution — in 2 cc Isotonic NaCl

Chemically and biologically standardized. Ready to inject. Listed in "New and Non-Official Remedies". 5, 10, 25 and 50 micrograms of radium element.

Send for literature for use in the treatment of:

ARTHRITIS

GOUT

PSORIASIS

ANEMIA

HYPERTENSION

NEPHRITIS

RHEUMATISM

LEUKEMIA

GASTRIC AND

DUODENAL ULCER

UNITED STATES RADIIUM CORPORATION

535 Pearl Street

New York City

Three Paramount Requisites are Obvious



When a truss is required: Immediate relief, guaranteed safety and maximum comfort.

AKRON SPONGE RUBBER PAD TRUSSES

Guarantee All These

Their enviable reputation is the result of world wide satisfactory performance for over twenty years. Many different styles for all forms of hernia in adults, youths and infants.

THE AKRON TRUSS CO.

Akron, Ohio, U. S. A.

THE Speclight Transformer



PRICE \$6.80

Special spring connectors take all sizes of cord tips.

Modern production methods make possible the low cost of this transformer. In its construction only the best materials and workmanship are used.

Small Size
No bulb
Ground—free
Practically
non-heating

is the modern and safe source of current for all types of cystoscopes, diagnostic and small operating lamps which require from 1½ to 8 volts.

It is ground free and will not give the annoying and dangerous shocks which often accompany the use of the old style and inefficient rheostat or controller. Speclight Transformer wastes practically no current and operates (on 110 volt alternating current only) for 30 hours at a cost of about ONE CENT.

Accompanying picture is two-fifths actual size.

An Extension Cord can be supplied with slip adapter to connect to your Speclight, Trans-illuminators and operating lamps having standard miniature lamp bases:

10 ft. Extension Cord.....\$1.40
5 ft. Extension Cord.....1.20

Detachable Speclight

This is the latest improvement on the most popular head-light and makes unnecessary and obsolete all heavy and cumbersome headlights and reflectors. The tiny but powerful light snaps on any spectacle frame if you don't already wear one.

The source of light is right between your eyes where it cannot fail to illuminate the most obscure recesses. Shadows are impossible when you use a Speclight.

SPECLIGHT price \$6.00, without spectacle frame \$5.30; 12-hour pocket battery and case supplied free.

COMPREX OSCILLATOR CORP., 775 E. 143rd St., New York City



able to pay regularly in this way.

This will be a great accommodation to me, and I think also a help to you.

Very sincerely yours,

I think one reason that this letter has worked as well as it has may be found in the first paragraph. The patient is immediately apprised of the fact that he is no exception to the general rule, and thus the feeling of self-consciousness is eliminated from the start. Nobody can find an insult in a letter so worded. If he *does* find an insult, you may be sure he has a reason for finding it, and that reason entitles him to no further leniency.

THAT brings up another point in connection with suggesting the deferred payment plan. The fact that you have shown the patient an easy and practical way out of his indebtedness, shifts the moral obligation to the patient's shoulders, and if he does not take up with your suggestion, or pay up in full, you are clearly entitled to use sterner measures.

For the patient who, of his own accord, sends in a remittance on his account, I use another letter, which aims to set a regular program for future payments, and which expresses my appreciation of the patient's attitude. It is this:

My dear _____:

Acknowledging with thanks the receipt of your recent remittance. I would appreciate it greatly if you could make regular payments upon your account no matter how small the amounts may be. Will you not indicate at the

bottom of this letter the amount that you will be able to pay each week or each month until the balance of your bill is liquidated?

I shall appreciate your cooperation in this matter very, very much.

Very truly yours,

I have another letter, which is simply a little "thank you" note, but it is surprising how effective it is in making or binding friends. It is very short:

My dear _____:

Thanks very much for your recent remittance. I have taken a great deal of interest in your case, and this is tangible evidence of your appreciation. I in turn wish to express my appreciation to you.

I am hoping that you are well and happy for good health and happiness are our greatest blessings.

Sincerely yours,

It is my theory that a patient will pay more quickly and more willingly when he considers you in the light of a friend. If you imply a certain faith in him, he will usually hesitate to violate that faith, whereas if you seem to be on the offensive, he will often try to "beat the game".

HUMAN nature is a lot alike, and we are all more or less sensitive about our honor debts. Let the patient feel that his debt is an honor debt, and he will work all the harder to pay it up.

This phase of the collection problem, combined with the deferred payment suggestion, seems to me to be about as effective a system as could be imagined.

It works for me, anyway.

IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA

PINEOLEUM

Free on request: ½ doz. new Pipet packages or \$1 Improved Oil Nebulizer
The Pineoleum Company, Dept. ME, 52 West 15th St., New York City

The Question: With several kinds of sugar available, why does Lactose alone constitute the carbohydrate content in Lactogen?

The Answer

"I can see no reason for using cane sugar in place of milk sugar in feeding normal infants, except that it costs less. Maltose being more quickly absorbed is less favorable to the maintenance of the normal intestinal flora than Lactose. Milk sugar being the only form of sugar present in human milk and in the milk of animals, it seems reasonable to suppose that it is the sugar most suitable for the young organism, whether human or animal. It is hardly necessary, however, to make use of this argument in favor of milk sugar because there are several reasons which show that it is the most suitable form of sugar for well infants. It is safe to say that the lactose of cow's

milk is the same as that of human milk."—John Lovett Morse, A. M., M. D., Professor of Pediatrics, Harvard Medical School, "Clinical Pediatrics", 1926.

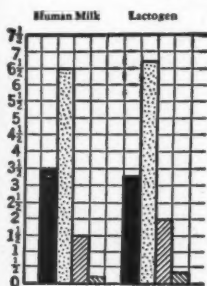
"Cane sugar, because of its sweetening power, has played an important role in the ordinary feeding of infants, even before the science of pediatrics was established upon a scientific basis. In younger infants, it is better to avoid it and to substitute milk sugar because of the readiness with which cane sugar ferments."—Text-book of "Pediatrics" by Professor E. Feer, translated by J. B. Sedgwick, Professor of Pediatrics, University of Minnesota, Page 61.

Lactose Alone Constitutes the Sugar Content in Lactogen

Lactose being the only form of sugar present in normal human milk, and therefore the natural vigor builder for the infant, it is lactose alone that constitutes the sugar content in Lactogen, and in the same proportion in which it exists in normal human milk. Lactogen is not only similar to human milk insofar as carbohydrates are concerned, but also as regards its other constituents.

COMPARE LACTOGEN WITH HUMAN MILK

1 part Lactogen (by weight) to 7 parts water



Fat

3.5

3.12

Carbohydrate

6.5

6.66

Protein

1.5

2.02

Ash

.2

.44

Moisture

88.3

87.76

Human milk yields 20 calories per ounce.
—Dr. Holt, Page 178.

Lactogen, when diluted, yields 19.4 calories per ounce.
—Drs. Mclean and Fales, Page 162.

Modified Milk
for Babies

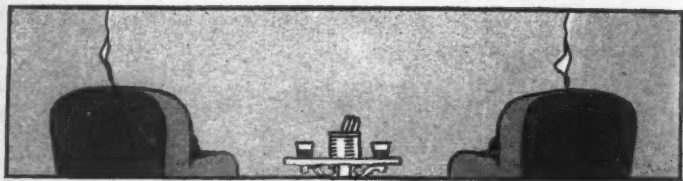


Used only
upon
prescription

NESTLE'S FOOD CO., INC., 2 Lafayette St., New York
Please send me, without charge, complete information on Lactogen, together with samples.

Name..... Street.....
Town or City..... State..... 17-L-10

Doctors residing in Canada please address
NESTLE'S FOOD COMPANY of Canada, Ltd.,
84 St. Antoine St., Montreal.



Talk the Thing Out....

I KNEW a man once who was as much my bosom friend as any man on this earth is likely to be. Temperamentally we were opposites. Yet on all fundamentals we agreed.

Then one day something jarred, and the little wedge of disagreement began to open a breach between us. It was a trivial thing, but the breach grew wider, as such breaches will. Before either of us realized it, the friendship had apparently ceased.

I suppose we should have been restored as friends in the shadow of some startling calamity, gone through a fire or a shipwreck together, or polished up the foils and appointed seconds. These are all favorite ways of inducing the old hand-clasp and back-slap.

But we didn't. We simply went for a drive along a country road, and there, to the whisper of six drowsy cylinders, we talked. And in a half hour the whole trouble had dissolved in a laugh.

I think there is a statement somewhere to the effect that a comfortable lounge, a bottle of port, and a good story, can, at the right moment, accomplish more than a dozen armies.

The same treatment, more or less, may be just what's needed between the physician on one side, and the pharmacist on the other. Certainly no two groups have better reason to avoid antagonism than they. I wish they all realized it.

Take that article in July MEDICAL ECONOMICS, telling what we thought of a prominent drug official's attitude toward the physician who dares to dispense his own drugs. Some said the article was too mild in its criticism; others (who were not physicians) said it was too violent. But even if it was slightly caustic in parts, I am sure it more than justified itself by the constructive plea for better cooperation and a more kindly attitude.

One of the responses to that article was published in August MEDICAL ECONOMICS. It was a letter from a physician and it expressed exactly just what is going on in the average physician's mind. But, nevertheless, it left the way open for a mutual adjustment of whatever differences may exist.

And what are these actual differences? Simply that the pharmacist says the physician ought never to dispense his own drugs, and the physician says the pharmacist ought never to prescribe for a patient-customer. The pharmacist comes back with a candid opinion of the physician's knowledge of real pharmacy, and the physician retaliates with a sorry name for the pharmacist who substitutes in filling prescriptions. Back and forth it goes.

On another page of this issue are reproduced some of the statements of Philadelphia's health director, himself a physician, a specialist, and a Fellow of the American Medical Association. Although these statements appeared as a signed article in the Philadelphia Public Ledger, it is difficult to credit the author with them, so anti-medical they seem.

But at any rate, there is the situation. Will it take fire and brimstone, shipwreck or mutiny, to clear it up, to get pharmacy and medicine on an understanding basis?

It may sound like big-brother talk, but I think there is something in the bosom conference idea. The only question is, who will buy the cigars?

H. Sheridan Oaketel.

Has Your Office Got a Button-hole?

(Continued from Page 13)

room attractive. And here also let us vote for plants that have gayety, ones that bear showy blossoms or have a touch of color in their foliage. A potted geranium with its bright flowers, petunias in light colors, all tend to cheer. Potted cyclamen, azaleas and bulbs of many kinds give a lively note of color in their season.

And where there is no sunshine in an office, foliage plants have their best chance to show off.

For shade loving plants, try any of these—coleus, aspidistra, begonias, ivy, variegated myrtle and ferns, always popular for this purpose. But ferns, ivy and dark leaved plants should be used with discretion for they have a sombre effect that is sometimes depressing.

Pictures are another important point in decoration. Choose ones that give genuine pleasure and enjoyment. Ban all such distress-

sing subjects as the sick child with anxious watchers at the bedside, a stag at bay with hounds ready to close in, a ship wreck or any other scene that is likely to arouse disturbing emotions in patients.

How much better is a pastoral scene, a woodsy sketch, a landscape of mountain grandeur or a marine view?

Besides flowers, plants and pictures, tastefully chosen draperies add to some types of offices. They can be used to screen a doorway or soften the light at windows. Plain hangings in soft colors, an occasional pillow in a chair, or a scarf of bright hue may liven a dark office and take away stiffness.

Any of these things can be overdone. You can have too many flowers, too many pictures, too many decorations. Consider these ornaments in the same light as you consider your cravat, just enough color, and no more.

An Old, Old Formula for a New Contentment

(Continued from Page 11)

I would then buy equipment for my office. I would get this from the best houses and always insist on first quality goods. These can often be bought on credit and be made to pay for themselves. I would then lay aside a sum for education and travel. Should there be any left

over and I were given to speculation, no one could object, but I would never borrow to speculate.

In my office I would take a complete history and make a thorough physical examination of every patient, and I would do myself the indicated laboratory

**Every Doctor
Should Have This
New Food Catalog**

FREE



**For Those Who Diet
And Those Who
Control Diet**

A CATALOG OF SPECIAL DIET FOODS AND EQUIPMENT

Thirty-two pages listing the new and approved foods used in the routine treatment of diabetes, obesity and other diseases requiring dietary treatment. Quantitative analysis of foods enables you to prescribe diets with fine accuracy. Variety and suggestive recipes permit making welcome changes. Written in non-technical text that your patient will understand.

CELLU Products

CHICAGO DIETETIC SUPPLY HOUSE
1750 West Van Buren St., Chicago, Ill.

ild
ed-
ads
or
to
in

ral
ad-
or

ic-
ies
ey
or-
n-
oft
a
ue
ke

be
oo
es,
er
me
nt,
re.

u-
ut
u-

a
a
of
do
ry

T

nd
at-
is-
n-
to
ri-
ng
al

E
L.

Ye 4 Antiques in ye Treatment of Boils

1. Ye olde-fashioned barber shop ointment (Period George Washington.)
2. Ye home-made sulphur and molasses spring tonic (Period James Madison).
3. Ye famous olde surgical lance (Period Abraham Lincoln).
4. Ye genuine ebony-black ichthyol (Period Grover Cleveland).

All of ye articles here listed are guaranteed to be true antiques of ye olden periods mentioned.

But In the Period of Calvin Coolidge

The doctor is not interested in medical antiques. He prescribes

Stannoxyl

The modern specific tin and tin oxide combination for boils, styes and other staphylococcus infections.



De 4 Antiques in De Treatment of Boils

THE COLLECTION of antiques is an interesting hobby, provided it be restricted to furniture, knickknacks and postage stamps. But the physician of today has no room in his office for surgical antiques. Their place is in the medical museum.

Modernism is the watchword of the present-day doctor. If he buys surgical instruments they must be of the very latest design. Before purchasing a medical book, he looks on the title page for the all-important 1927.

Not that he fails to respect the old masters in medicine; but because he knows that, just as the 1928 Packard is more serviceable than his father's horse and buggy, so the practice of medicine has advanced with the same marvelous rapidity as the automobile industry.

MODERNISM IN THE TREATMENT OF BOILS

StannoxyI is now eight years old. It was born in 1919 in the laboratories of the Pasteur Institute. And its parents were two renowned French scientists, Dr. Raymond Gregoire and Albert Frouin.

Older editions of medical books, of course, contain no mention of StannoxyI, because StannoxyI had not yet been born. But, in the eight years since this remedy was made available for the profession,

the medical literature of the entire world has contained numerous articles reporting brilliant results from Stannoxyd in the treatment of boils. Our booklet, **TREATING BOILS WITHOUT THE LANCE**, contains a comprehensive bibliography, which we shall be glad to send you on request.

The history of Stannoxyd illustrated why modernism is so important in medicine; for, if the doctor relied entirely on the dusty old editions in his library for his medical information, he would still be treating boils according to the standards of Grover Cleveland period instead of Calvin Coolidge times.

THE STORY OF STANNOXYD IN A NUTSHELL

Stannoxyd is a mixture of chemically pure metallic tin and tin oxide. The inspiration for its manufacture was furnished by the often verified observation that the tinworkers of Beauce, a district lying to the southwest of Paris, never suffer from boils; furthermore, "tin powder" proved a useful household remedy for boils in this locale.

Dr. Raymond Gregoire and Albert Frouin, of the Pasteur Institute, put the matter to a rigid scientific test. They proved that both metallic tin and tin oxide are destructive of the staphylococcus, the bacterial cause of boils; that they protect animals inoculated with this dangerous microbe; and finally that they yield ideal clinical results in the treatment of boils, styes and other staphylococcus infections.

And one has but to read some of the recent articles confirming the work of Gregoire and Frouin to realize that Stannoxyd is indeed the premier remedy for the treatment of boils.

INDICATIONS FOR STANNOXYL

- (1) **BOILS**—wherever located.
- (2) **GENERALIZED FURUNCULOSIS**—corrects the lowered resistance to the staphylococcus.
- (3) **PROPHYLAXIS AGAINST BOILS IN DIABETES MELLITUS**—effective prevention in a condition in which boils are very common.
- (4) **STYE**—STANNOXYL has exactly the same effect as in cases of boils.
- (5) **PUSTULAR ACNE**—STANNOXYL stops the pustule formation but does not correct the underlying seborrhea.
- (6) **SUPPURATING WOUNDS**—if the staphylococcus is the infecting organism, STANNOXYL is a valuable aid to surgical treatment.
- (7) **CHRONIC OSTEOMYELITIS**—STANNOXYL a valuable systemic measure when the staphylococcus is the cause.
- (8) **MIXED INFECTION OF TUBERCULOSIS**—fever lowered, pulse slowed and expectoration diminished by STANNOXYL.
- (9) **ABSCESS OF THE BREAST**—STANNOXYL useful, but surgery may be necessary.

DOSAGE

The daily dose of STANNOXYL is 0.5 to 1 gm.; that is, from 4 to 8 tablets. The tablets should be taken with a little water immediately after meals. The taste of STANNOXYL can scarcely be detected and is not in the least disagreeable.

STANNOXYL LIQUID in a 1 or 2 per cent solution may be used as a wet dressing for application to boils.

STANNOXYL is advertised only to physicians. It may be obtained at all leading prescription pharmacies.

MANUFACTURED IN FRANCE BY
LABORATORIES, ROBERT ET CARRIERE
37, Rue de Bourgoyne, 37
Paris

SOLE AGENTS FOR THE U.S.A.
THE ANGLO-FRENCH DRUG CO
1270 Broadway
New York City.

Complete literature and samples upon request.

owered

ETES
ils are

as in

oustule

is the
urgical

luable

r low-
OXYL.

ul, but

, from
imme-
ely be

may be

may be

O

w
re
a
o
to
o
a
to
p
w
a
v
o
o
in
w
th

co
I
G
n
a
a
re
ca
it
e
de
th
co
de
st
co

st
w
m
ti
st
a
a
I

Oct

red

ES
are

in

ule

the
cal

ble

ow-
YL.

out

om
ne-
be

be

be

wor
rec
and
on
to
opa
a c
tor
pro
wor
ate
visi
out
of
imp
wo
the
I
con
If
Ge
not
and
am
rea
can
it a
err
dec
the
con
dev
spe
con
sul
wo
ma
tie
sul
an
at
I v

work. I would keep an accurate record of all this, both medical and commercial. As time went on I would buy, and train myself to use, an X-ray apparatus, an opthalmoscope, a simoidoscope, a cystoscope and various laboratory equipment. As I became proficient in the use of one I would train an assistant to operate it for me, reserving the supervision for myself. I would watch out carefully for the appearance of new apparatus or remedies or improvements on old ones and I would not be the last to adopt them when I found them good.

I would then provide a library, containing books and magazines. If I could not read French and German I would learn. There is nothing very difficult about this and the pleasure afforded would amply repay the efforts. I would read up on every new case that came to my attention, and make it a rule never to fall in the same error a second time, at least so deeply. I would attend at least the A. M. A. and state society conventions every year, and if I developed interest in any of the specialties I would attend such conventions too.

Occasion often arises for consultation with a specialist. I would never call one until I had made a thorough study of my patient. I would then give the consultant an opportunity of seeing an interesting case and would get at least one good idea from him. I would play fair, for a specialist

is one who by unusual effort has raised himself above the crowd. I would avoid any skirmish lest I fail to come out on top.

The physician has many responsibilities to the public. I believe his first is to continue educating himself. After that it will depend on individual talent. Here I would let my conscience be my guide. Educating one's own children or those of others often brings great happiness.

An important item in the life of a physician is to provide for his hours of discouragement. The reading of biography and history will tell one that the men whose statues adorn our cities were often despised during their lifetime.

I would not take my critics too seriously. If I were given to speculation, intellectual speculation, I would read the Classics and the Bible. I would not peddle my troubles all over town and never allow myself to speak disparagingly of a colleague. This is always an unmistakable mark of poor judgment and sure evidence of ignorance.

If, after following this plan and making such additions as my nature prompted me to—if, when my toiling was over, there were nothing left to me but the satisfaction of duty well done, and the requirements of a modest living, I would deem it sufficient.

Think it over, and see if you wouldn't too.

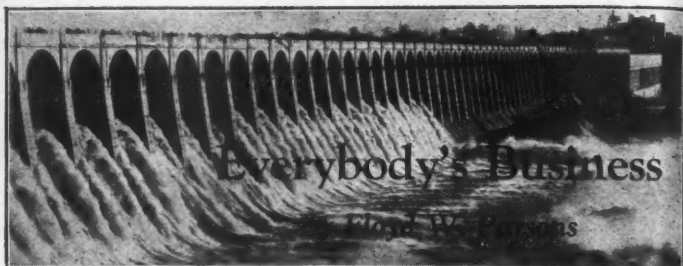
IN PHTHISIS ANGIER'S EMULSION

has demonstrated that it will allay respiratory irritation, ease the cough, and promote expectoration.

Furthermore,—it promotes normal bowel action, overcomes intestinal intoxication and exerts a definite favorable influence on the complicated processes of metabolism.

Trial Bottles for particular case
free to physicians.

Angier—Boston 34, Mass.



THERE is no possible way for us to tear aside the curtain of uncertainty that is hiding the future. It is the essence of folly for one to speak with absolute confidence about the business of tomorrow. Although we are far better informed today concerning the trends in hundreds of fields of enterprise than we ever were in the past, this immense supply of vital statistics is not sufficient to insure us against the effects of unforeseen and unexpected happenings.

Years ago I formed the habit of carefully filing away the predictions of eminent leaders in industry who were bold enough to express their opinions. Subsequent events proved beyond doubt that we are living in an age of loose talk. There is something inherent in human nature that makes us want to engage in prophecies even in this day of kaleidoscopic change. We would not be so quick to gratify this desire to exhibit our wisdom if all expressions of opinion were hung up for the public to see and read later on when final judgment might be passed.

We have come again to an era when confidence is deep-rooted. Folks who were skeptical of prosperity a year or two ago have lost their timidity. We are told that conditions have changed completely and industrial depressions banished for all time. The disciples of sunshine explain to us

that there can be no serious state of unemployment or important slackening of trade when money is so abundant, shelves so bare and labor efficiency so high.

When we examine the situation carefully it becomes apparent at once that our recent rise to higher planes of living and working has resulted chiefly from our having been supplied with better tools and more effective methods. On every side are devices doing the work once performed by human hands. When we buy a steak from the butcher, the scale used to do the weighing also tells the exact price of the article. So accurate are such devices today that we no longer have to waste time in calculating or counting.

EVEN the tickets collected by conductors of trolley and subway systems are totaled by delicate weighing mechanisms. The manufacturer of paper employs a scale that will indicate a deficiency of one sheet in a package that should contain a thousand letterheads.

On every side are automatic devices designed to eliminate human effort. A few years ago the telephone companies used laborers to dig the holes for the poles. Now the electric earth drill bores a pole hole in less than a minute, and a swinging derrick raises the pole and drops it into the hole in a few seconds. Electric pumps have made possible the introduction of high pressure

hydrants that permit water to be thrown to a height of 250 feet, thereby doing away with the more expensive fire engine. Electric compressors reduce the volume of a bale of cotton two-thirds making it possible to load more bales in a car. In many places lights are being turned on and later turned off by nothing more tangible than the break of dawn or the coming of dusk. In fact, some of the devices now in practical use are so delicate that the mere shadow of a passing cloud would produce an effect sufficient to turn on the lights of an entire city.

Industrial hazards are being brought under control. Automatic signal systems on land and sea have materially reduced the loss of life and property. A panel



of light in the cab of the railroad engineer now reproduces the warnings of the wayside block signals even when outside vision is shut off entirely by rain or fog. If the engineer fails to observe the warnings, the train is quickly brought to a stop. New types of magnetic brakes are cutting down the stopping distance of cars by as much as 35 per cent and this not only permits higher speeds, but means fewer front-end accidents.

Even the farmer is being provided with ways and means to save his crops from the blight

of pests and the unruly forces of nature. Berry crops having a large percentage of damaged fruit had to be thrown away in years past because it was too expensive to try to separate the decayed berries from the sound ones by hand. Now in many places machines perform this work at small cost in a satisfactory manner. We think the prices of eggs are high. But this common food would be out of the reach of many people if it were not for the mammoth hatcheries equipped with incubators. Even in making hay it is now possible to use mechanical means to cure the grass, so it is not so necessary any longer to "Make hay while the sun shines."

Electric lights now get the hens up earlier on winter mornings and this results in more eggs and more revenue. Electric pumping and heating apparatus installed by dairymen supplies the cows with drinking water at a higher temperature in the cold months and this means that the animals drink more water and give more milk. Better methods of flooding the cranberry bogs, watering crops and spraying orchards have increased yields in hundreds of places. Refrigerating and

"Everybody's Business" lifts your mind out of the workaday mould, and who can say THAT isn't beneficial once in a while.



storing processes enable us to preserve perishable foodstuffs for safe marketing months after the articles were first produced. New knowledge concerning the advan-
(Turn to Page 50)

Quoting from the new book "Simplified Infant Feeding"

(THIRD EDITION)

By ROGER H. DENNETT, B.S., M.D.

Professor of Diseases of Children and Director of the Department in the New York Post-Graduate Medical School; Attending Physician in the Babies' Wards of the New York Post-Graduate Hospital; Consulting Pediatrician to the Victory Memorial Hospital, Brooklyn, The Passaic General Hospital, The New York Episcopal Orphans' Home and Asylum, etc., Fellow of The New York Academy of Medicine.

"The Dietary Value of Gelatine"

has long been recognized although until now, the basic reasons have been somewhat clouded by varying theories. Among the recognized protective colloids, none has a higher degree of colloidal potency than edible gelatine. It has now been conclusively established that the value of edible gelatine in infant feeding is due to its colloidal action in emulsifying the milk curds, and to the presence (to the extent of 5.9) of lysine, an amino acid which promotes growth. Similarly protective colloids in the form of albumins and gelatine are of the highest importance in maintaining an emulsion of the fats which are ingested, and in that way preventing digestive disorders that would result from non-emulsification of the fat masses. Edible gelatine is the most important member of the group of colloids, the dietary importance of which is becoming more and more appreciated by all pediatricians and food authorities. Aside from this it is of itself the most easily digested of all proteins. Working on this basis it has been demonstrated that one of

the most valuable uses to which gelatine can be put is in combination with the milk formulas in the feeding of infants. It is of value to the infant in at least two ways. In the first place, because of its powerful colloidal action, gelatine causes the casein to curd in small soft, and easily digestible curds and thus prevents the formation of the hard, tough curds which so often cause digestive disturbances and are of more or less common occurrence in infants' stools.

Although gelatine may not in exceptional cases absolutely prevent the formation of curds, these indigestible masses will surely be reduced in size and softened in substance for easy digestion by the addition of a small amount of dissolved gelatine in the milk formula. Gelatine is of particular value in the diet of the growing child, because of its relatively high content of lysine, one of the amino acids necessary for growth.

"For infants three weeks to six months old add one-half teaspoonful of gelatine to the day's milk formula. For babies six months old and up add one teaspoonful of gelatine to the day's milk formula. First soak the gelatine for about ten minutes in one ounce of cold milk taken from the day's formula. Then add one ounce of hot milk from the day's formula. Stir until dissolved and add this solution to the full quantity of the day's formula, stirring until thoroughly mixed."

In prescribing gelatine, care should be exercised to specify Knox. It is a plain, pure gelatine, not flavored, colored or sweetened. It is made at neutrality or pH comparable to milk and blends perfectly with it. It is the purest form of gelatine.

KNOX

SPARKLING GELATINE

"The Highest Quality for Health"

WRITE for our medical reports and booklets, discussing malnutrition, infant feeding, liquid and soft diets and other phases of gelatine's value to medicine.

Knox Gelatine Laboratories, 448 Knox Avenue, Johnstown, N. Y.

FINANCIAL DEPARTMENT



A monthly review for the guidance of physician-investors

THE commonly used indices of business activity continue to indicate some sluggishness in various branches of production and distribution. Iron and steel and automobile manufacturing are substantially lower than at this time a year ago, and trade generally presents a more uneven appearance than was the case in September last year. The slowness is the result of the gradual decline in the production and marketing of goods that has been under way since last spring.

At the same time it is clear that business in the aggregate continues in very large volume. While factory employment and payrolls and railway traffic have shown some reduction, several leading lines of trade such as textiles, leather tanning, and shoe manufacturing reflect large or expanding activity, and industrial consumption of electric power and bank checks cashed throughout the country are running about the same or slightly higher than a year ago.

Unquestionably one of the principal causes of the present irregularity of business is the diminished activity in the automobile industry, caused chiefly by the shutdown of the Ford plants which have been undergoing extensive changes preparatory to the manufacture of new models. This industry has become so im-

portant a factor in our economic life by reason of its large employment of labor and consumption of materials of all sorts that any change in its manufacturing operations is quickly felt over a wide area.

Besides decreased activity in automobile manufacturing, business has had to contend with rainy and unfavorable weather for trade in many sections, the soft coal strike, overproduction in oil, and the effects of the floods. In addition to the aforementioned factors there is a natural tendency for a breathing spell to follow periods of high-level operations like those which prevailed in 1926. All things considered it is not surprising that business should present a somewhat unsettled aspect, and under the circumstances the cheerful attitude generally preserved is reassuring.

Financial Questions and Answers

I HAVE been advised by a friend who is familiar with financial matters, to purchase the stock of the General Motors Corporation; personally I lean toward an investment in the stock of the Pennsylvania Railroad. Will you give me your opinion as to the more attractive of these two issues?

H.L.T.

(Turn the Page)

"I DO THEE WED"



A closer union between the \$-sign and the ?-mark would save many a broken bank-book. The Financial Editor will give an impartial answer to any inquiry on investments (except, of course, purely speculative issues.)

"Ampoules, Preferred" As a Therapeutic Investment

A physician writes us:-

"For several years I have been gradually eliminating from my practice the uncertainty of self medication by my patients and relying more and more upon treatments with known quantities of the drugs I desire in ampoule form.

"The forgetfulness and seeming indifference of patients, even with the most carefully given instructions for the use of prescribed drugs frequently interfered with expected improvement.

"The theory of ampoule medication appealed to me through its complete control over dosage and administration, and also because of its quicker action, purity, sterility, and standardization.

"Since using ampoule medication I note an increased efficiency particularly in instances where oral administrations cannot be tolerated because of digestion disturbances.

"My patients improve faster and, except in a few isolated instances, among timid or hypersensitive patients who object to the needle I find that they are better satisfied with the results."

Breon Ampoule Solutions will likewise benefit your practice.

We will gladly send descriptive literature

Just mail this coupon to any of the addresses below



George A. Breon & Co.

Pioneers in Ampoule Solutions

Kansas City, Missouri

NEW YORK, 152 WEST 42nd St.

CHICAGO

ATLANTA

1018 S. WABASH AVE.

405 RHODES BLDG.

Gentlemen:

Please send me full particulars in regard to Breon's Ampoule Solutions.

.....M. D.

Address

THE question which you ask is a very difficult one to answer, particularly as the types of business engaged in by the two companies are of such a diverse nature. With respect to the stock of the General Motors Corporation, it hardly seems necessary to go into detail regarding statistical data of the company. Undoubtedly you are familiar with the remarkable record of earnings and dividend payments made in recent years by this corporation and also of the tremendous appreciation which has taken place in the value of its shares.

Automobile production has fallen off this year, when compared with the record year of 1926. This cannot be attributed entirely to poor conditions of general trade, since the business of the nation as a whole has been holding up well. Presumably, the explanation is that the American people, encouraged by ample credit facilities, have during the past

few years rather over-supplied themselves with automobiles. Only a very few companies, of which the General Motors Corporation is the most conspicuous, are making substantial profits under present conditions.

There is a possibility that a come-back on the part of the Ford Company may even check the prosperity of General Motors. While sentiment on the part of many well informed investors is optimistic regarding the outlook for the stock of General Motors Corporation, nevertheless you can well understand how difficult it is for us to attempt to advise you as to the desirability of the purchase of the stock at this time. From the standpoint of stability of earning power and direct return on one's investment it would seem that the stock of the Pennsylvania offers the most conservative choice of the two stocks under consideration.

YOUR MONEY

How Will You Invest It?

Before you decide—read our booklet:
"Safety Limits"

which has been read by thousands of business executives and physicians. We shall be glad to send you a copy without obligation. Simply mail the coupon.

Use This Coupon

LAWYERS MORTGAGE CO.

R. M. HURD, President
 Capital and Surplus \$17,000,000
 56 Nassau St., New York
 184 Montague St., Brooklyn
 Jamaica Mt. Vernon

Send me "An Investor's Catechism," without obligation.

Name

Address

M.E.

The Doctor and His Investments

A Review of the Standard Oil Company of Indiana

By Malcolm Lay Hadden



INCORPORATED in 1889, the Standard Oil Company of Indiana represents a complete unit in the production, refining, transporting and marketing of petroleum and its by-products and is understood to be the largest manufacturer of gasoline in the world.

For many years the company was a refining and marketing organization only, but the management, unable to resist the trend of the industry, has during the past few years acquired control of extensive oil producing lands and pipe line properties both in this country and in South America.

This widening of the corporation's activities has been accomplished through the acquisition of the Pan-American Petroleum and Transport Company and indirectly through its subsidiary the Lago Petroleum and Transport Company which operates in Venezuela.

This company is understood to control the major part of the oil production in the State of Wyoming. Another subsidiary, The Dixie Oil Company, has been active in the Seminole field and in Texas. Transportation facilities

from the Gulf of Mexico and Texas, through to the Whiting plant are provided through a one-half interest in the Sinclair Pipe Line Company. Another pipe line company connects the Whiting, Indiana, refinery with the Montana and Wyoming fields. The refinery at Whiting is understood to be the second largest in the country and manufactures every product derivable from crude oil.

According to the last annual report (December 31, 1926) the capitalization of the Standard Oil Company of Indiana was made up as follows:

Funded Debt	None
Capital stock (\$25. par)	\$228,415,463.
Surplus	174,420,514.
	<hr/> \$402,835,977.

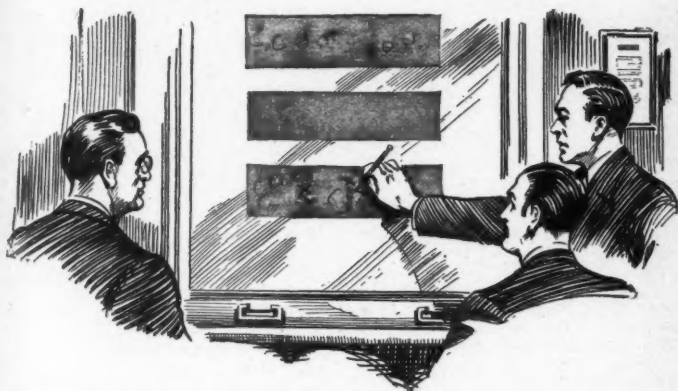
The company has no direct funded debt, but is jointly guarantor with the Sinclair Consolidated Oil Corporation of \$39,478,000. notes of the Sinclair Crude Oil Purchasing Company.

TO give an idea of the importance of the company in the oil industry, there has been tabulated below certain statistical
(Turn the Page)

SURGICAL



DRESSINGS



Circle the Spots and Mark the Streaks!

Here's a simple and effective method for testing adhesive plaster for uniformity, and for establishing the superiority of BayHesive.

Lay three inch [or wider] strips of various plaster on a window pane. The light shining through the plaster will disclose imperfections, if they exist. Dark streaks and light streaks mean that the adhering compound has not been laid uniformly on the cloth backing. Spots disclose dry clots. Circle the spots and mark the streaks with a pencil and you will have an accurate check on the uniformity of the different makes of plaster which you are testing.

If you wish samples of BayHesive with which to make comparative tests, they are yours for the asking.

Bay's Surgical Dressings are Marketed Through all Supply Houses

THE BAY COMPANY

BRIDGEPORT, CONN.

M.E.10-

Kindly send me a sample kit of Bay's Surgical Dressings for testing purposes.

Name

Address

Dealer's Name

data, including the rapid expansion in earnings which has taken place since 1921. There has also been indicated the per-share earnings, rate of dividend pay-

ments and the high and low prices which have prevailed for the stock during the period considered:

	Net Profit After Depreciation and Tax Reserve	Dividends Paid	Earnings per Share	Dividend Rate per Share	Price Range	
					High	Low
1921	\$21,288,348	\$15,686,134	\$4.96	\$4.00	94	60 $\frac{3}{4}$
1922	49,381,104	17,453,994	5.61	4.00	*135	58
1923	41,538,499	22,106,839	4.68	2.50	69%	49
1924	40,788,868	22,284,750	4.55	2.50	68%	54 $\frac{1}{4}$
1925	52,932,648	22,521,638	5.84	2.50	70%	59 $\frac{1}{2}$
1926	55,098,764	31,876,737	6.03	x 3.50	70 $\frac{1}{2}$	60 $\frac{1}{2}$
1927				x 3.50	** 75%	64 $\frac{5}{8}$

* Stock dividend of 100% declared in 1922.

x Including extra dividend of \$1. per share per annum.

** To date—September 20, 1927.

In connection with the per-share earnings tabulated above, it might be pointed out that only dividends actually received from subsidiary companies have been shown. For instance, in 1926 the Midwest Refining Company, earned, after all charges and taxes, \$9,310,948, of which the Standard Oil Company of Indiana received but \$2,496,324 in dividends. A consolidated statement, therefore, would show increased earnings for common stockholders of Standard Oil Company of Indiana of \$6,814,624, equal to an additional 74 cents per share on the 9,136,618 shares of common stock now outstanding. Dixie Oil Company paid no dividends in 1926, but earned \$1,562,812, equal

to an additional 17 cents per common share. The Sinclair Pipe Line Company showed increased equity over dividends paid although probably not sufficient to increase per share earnings materially. Roughly, from such information made public, earnings of the parent company were actually very close to \$7 per share in 1926 rather than \$6.03 as officially reported.

Perhaps the outstanding development in the affairs of the Standard Oil Company of Indiana since the war period has been the acquisition of control of the Pan American Petroleum and Transport Company. On April 1, 1925, the Standard of Indiana and

(Turn the Page)

PLATRADON

Radon in Platinum

RADIUM THERAPY

MADE MORE EFFECTIVE—

and within the means of every patient.

We provide a service which makes it possible for you to give your patients the benefits of this therapy—scientifically and accurately.

Write for details.

THE RADIUM EMANATION CORP.

Graybar Building, at Grand Central Terminal,
New York City.

The Patient Estimates the Value of his Treatment

BY IMMEDIATE RATHER THAN ULTIMATE RESULTS. NO FACTOR, THEREFORE, IS SO CERTAIN TO ENGENDER THE HOPEFUL MENTAL ATTITUDE AND CONFIDENCE SO ESSENTIAL TO SWIFT AND PROGRESSIVE RECOVERY AS RAPID AND SUBSTANTIAL IMPROVEMENT IN HIS SENSE OF GENERAL WELL-BEING.

NO LITTLE PART OF THE UNIFORM SUCCESS THAT FOLLOWS THE USE OF

GRAY'S GLYCERINE TONIC COMP.

FORMULA DR. JOHN P. GRAY

IS DUE TO THE FACT THAT ITS ACTION IS POSITIVE, DEPENDABLE, AND PROMPTLY EVIDENT TO THE PATIENT. THIS IS WHY SO MANY PHYSICIANS HAVE COME TO RELY ON GRAY'S GLYCERINE TONIC COMP. AS A SYNERGIST IN ALL CASES OF CONVALESCENCE, GENERAL DEBILITY, POST-OPERATIVE SHOCK, AND FUNCTIONAL CARDIAC WEAKNESS.

ITS THERAPEUTIC EFFICIENCY CAN BE DEMONSTRATED BY A TEST IN YOUR OWN PRACTICE MORE SATISFACTORILY THAN ANY STATEMENT WE CAN MAKE.

A TEST SUPPLY IS AT YOUR DISPOSAL ON REQUEST.

THE PURDUE FREDERICK CO.,

135 Christopher St., New York

ANNOUNCEMENT!

Every Physician interested in Internal Radium Therapy should write immediately for literature on the new Product.



Each tablet containing 1.388 .10-5 pure Radium Chloride (not merely the Emanation).

Indicated in: Arteriosclerosis, Hypertention, Arthritis, Rheumatism, Gout, Neuralgia, Senility, etc.

RADIO-SCLERIN Tablets are manufactured under the supervision of a German Government Chemist. Apportionment of Radium Chloride controlled by the Physical Technical Government Institute of Charlottenburg.

C. P. CHEMICAL & DRUG CO., INC.

114-118 Liberty Street

New York, N. Y.

INDOLENT SUMMER METABOLISM

will usually respond
to either

MORRHUOL

(Chapoteaut)

complementing the active principles and Vitamine A and D potencies of a high grade Cod Liver Oil in palatable capsule form.

(100 caps. of 4 m'n. to a bottle)

or to

CEREVISINE

a desiccated French brewers' yeast, and rich source for Vitamine B, nucleophosphates, enzymes, etc., in palatable tablet form.

(75 tabl. of 1 grm. to a bottle)

or to both these alternatives simultaneously.

Samples and literature upon request.

**Laboratoire
de Pharmacologie, Inc.**

92 Beekman St.
New York City

U. S. Agents
E. FOUGERA & CO., INC.
NEW YORK CITY

associated interests purchased 501,000 shares out of 1,001,556 outstanding shares of voting stock of the aforementioned company for a consideration of \$35,000,000.

The Pan American Eastern Petroleum Corporation was organized at the time as a holding company for the stock purchased. On September 9th of this year the stockholders of the Indiana Company approved an increase in the authorized capital stock of their company to \$375,000,000, at the same time voting to issue 37,500 of its own shares in exchange for the minority interests in the Pan American Eastern Petroleum Corporation.

IT has been reported since that the Standard Oil Company of Indiana now holds 86% of the Pan American Eastern's 500,000 common shares.

The interesting factor in connection with the acquisition of the Pan American Petroleum & Transport Company has been the relatively small cash investment necessary to acquire control of this corporation whose total resources, at the close of 1926 were given at over \$250,000,000 and whose gross income in the same year were reported to have been \$48,972,606.

Through its ownership of the Pan American Petroleum & Transport Company, the Indiana Company has assured itself of immense additional supplies of crude from the Pan American company's oil land holdings in Mexico and Venezuela.

Such holdings in Mexico are understood to comprise 1,500,000 acres.

In this connection it is interesting to note that President Coolidge has recently appointed Mr. Dwight W. Morrow, as Ambassador to Mexico. Mr. Morrow, who has long been associated as a partner in the international banking firm of J. P. Morgan & Co. is a lawyer by

1927

hased
1,556
oting
com-
\$35,

stern
s or-
lding
ased.
year
iana
se in
k of
0, at
issue
ex-
rests
stern

that
y of
the
0,000

con-
n of
m &
the
ment
l of
total
1926
0,000
the
have

the
&
iana
f of
e of
ican
s in

are
0,000

inter-
dent
nted
as
Mr.
been
the
J. P.
by

27

sed
56
ng
m-
5,

rn
or-
ng
ed.
ar
na
in
of
at
ue
x-
ts
rn

at
of
ne
00

n-
of
&
ne
nt
of
al
26
00
ne
ve

ne
&
na
of
of
in
in

re
00

r-
nt
d
as
r.
in
e
P.
y

*In pyelitis
and cystitis*

PYRIDIUM

When administered by mouth Pyridium renders the urine sufficiently bactericidal to destroy pathogenic germs.

Pyridium accumulates in the tissues and organs of the genito-urinary tract where it exerts its specific effect.

*Useful also in many
gynecological diseases*

POST CARD

2c
STAMP
HERE

MERCK & CO. INC.

Rahway, N. J.

P. O. Box 67

*Treatment by mouth
of Gonorrhea*

PYRIDIDIUM

**In acute and chronic gonorrhea give
two tablets by mouth t.i.d.**

Usually no other medication needed.

A bottle of 50 tablets will be
sent free to all physicians who
return the attached card to us.

The remedy is worthy of trial

NOTE:—We are often prevented from sending samples due to
inability to decipher names.

MERCK & CO. INC.

Please send to me without charge a bottle of 50 Pyridium Tablets

NAME _____ PLEASE PRINT NAME _____ M

ADDRESS _____

a Table

M

plets

M.D.

training, learned in the rights of property owners and his selection for this important post can do much to clear up the controversy which has arisen over the Mexican land and oil laws. These laws, enacted early in 1926, have worked great hardships on oil companies operating in Mexico.

If they could be repealed it would serve as a great boon to those companies in this country whose investments in Mexico are large, not the least of which would be the Pan American Petroleum & Transport Company.

There is little necessity to consider in detail the financial position of Standard Oil Company of Indiana. In reflection of large reinvested surplus earnings, the valuation of the real estate and plants has increased over a ten year period from somewhat above \$32,000,000 to more than \$152,000,000. Net working capital during the same period has grown from \$32,675,000 to \$118,333,000.

It is a remarkable thing about Indiana that the company continues expanding facilities and business, acquiring interests in other companies, paying larger dividends and at the same time continues to build huge cash resources. At the close of 1926 the company reported cash, Government securities and investments at \$66,299,552.

STANDARD OIL Company of Indiana capital stock has been selling in the neighborhood of \$74 per share and on the basis of regular dividend payments of \$2.50 and extras of \$1.00 per share the stock yields a direct return of about 4.75%. This relatively low yield reflects the sound investment qualities of the stock and the discounting of future possibilities which has always been a characteristic of the more important Standard Oil Company issues.

A lack of secretion in the intestines is one of the principal causes of chronic constipation.

PRUNOIDS

given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each) Cascara Sagrada, DeEmetinized Ipecac and Prunes.

* * * * *

When the heart has been weakened from prolonged overwork and strain,

CACTINA PILLETS

A Preparation of the Mexican Night Blooming Cereus

may be safely and effectively prescribed.

Thus employed, Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

Samples to Physicians Only

.....
We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(..) Prunoids.

(..) Cactina Pillels.

Sultan Drug Company
St. Louis, Mo.

Everybody's Business

(Continued from Page 39)

tages of rapid freezing made it possible for the residents of Kansas and Colorado to eat fish that are quite as palatable as those served on tables in coast cities.

What were once waste products in thousands of American plants have now been converted into merchantable articles that are a source of profit instead of expense. For instance, that which was sawmill refuse is now steamed and cooked, then shot out in the form of pulp and finally pressed into boards for use in building and manufacture.

THE utilization of by-products in many places has become a more lucrative business than the initial process originally established with only a single purpose in view.

All of which indicates the why and wherefore of our present prosperity. The corporations that have reached the highest pinnacles of success have accomplished their aims by taking advantage of every art of science and invention. Recognizing that producing capacity has already outstripped consumption, wise managers have devoted practically all of their time recently to cost reduction. New machines and new methods have taken the

place of those that were old.

Typical of this policy is the case of a large cement corporation. Two million dollars were spent for harbor improvements to reduce the charges incurred in receiving raw materials and shipping cement. The new ships that were purchased are self-unloading, and these dump their cargoes onto a belt conveyor almost a mile long. A change in trucks brought a ten per cent increase in trucking efficiency. New dust collectors at a single plant not only save \$25,000 worth of cement a year, but protect valuable machinery from damage by dust. A new installation of coal grinding machinery has brought a saving of 20,000 tons of fuel annually. And all of these things were done solely to cut costs, not to increase output.

Now when we inquire concerning the permanence of our present era of good times, we must not only take into consideration the revolutionary character of recent developments, but we must form a reasonably definite opinion with reference to the likelihood of there being a continuance of radical changes of no less importance. How far can we go with cost reduction? Can we

(Turn the Page)

INTESTINAL INFECTIONS and ANTI-SEPSIS

AVOID the MENACE of mild infections of intestinal tract and GRAVE RESULTS of SECONDARY INFECTIONS.

Burnham's Soluble Iodine Provides Effective Means to promptly arrest propagation of bacterial infection and also Stimulate a Natural Defensive Mechanism of the Body.

While Cleaning up Infected Area B.S.I. also RAISES Phagocytic Power by "Providing Cytoplasm of White Blood Cells" with Maximum of Physiologically Soluble Iodine.

Acute or chronic Colitis, Cystitis, Pyelitis, Infections of the Gall Bladder, or other forms Visceral Toxemia, B.S.I. will be a revelation to the practitioner who uses it "to effect".

In general 10 to 15 Min., t.i.d. in water; may be increased to drachm or even drachm and a half daily.

Each ounce supplies 1 to 4 weeks' treatment. Original bottles ½ oz., 1 oz., and 4 oz.

Send for Sample and Literature.

BURNHAM SOLUBLE IODINE CO. :: Auburndale, Mass.

Tryheptin

Aphroac

If they must reduce,
why not safely?

Removal of excess fat can be safely and therapeutically
accomplished by,

PHYTOROIDES (P-A Co.)

Thyroid, Pancreas, Phytolacca, Fuscus, Guaiacol.

In tablets, reliable in action and effect.

Not a new product but time-proven and trial-tested.

You are welcome to literature on Phytoroides or any other of
our scientific products.

THE KELLS COMPANY

NEWBURGH

NEW YORK

Phospho-Albumin

Terraline

Prescribe in your next case—

NEO-REARGON

The highly efficient Silver Gonocide endorsed by many
Internationally known Urologists.



It shortens the period of treatment
and
prevents complications

*Write for literature and clinical
proof of its efficacy.*

C. P. CHEMICAL & DRUG CO., INC.
114-118 Liberty Street, New York, N. Y.

When hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

Among the several agents recommended

CHIONIA

A Preparation of Chionanthus
Virginica

has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts.

The bromide treatment gives better therapeutic results through the use of

PEACOCK'S BROMIDES

than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

.....
We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(...) Chionia.

(...) Peacock's Bromides.

Peacock Chemical Co.
St. Louis, Mo.

accomplish as much in the next few years in eliminating accidents and cutting out industrial waste as we did in the decade that has past?

It is perfectly clear that the age of marvels is not at an end. The future will disclose types of apparatus that will perform astounding feats. Comparatively little things such as the introduction of roller-bearing trains and trolleys will still further reduce friction, conserve fuel, increase speed and cut down maintenance costs. Accomplishments in the field of chemistry will bring far-reaching results, one of them probably being the liquefaction of coal on a commercial scale.

NO one can predict the ultimate end of such developments. Coal oil at five or six cents a gallon would mean the complete overhauling of industries.

The utilization of the electrical energy of the atmosphere in the fertilization of crops will turn the farmer into a technician and transform cultivated acres into queer looking areas spiked with thousands of antenna poles and networks of wire. The fact is that our advance has been so fast that we are quite unable to see the ultimate end in a practical sense of such departures in practice as the electrolytic method in the manufacture of articles from rubber, and the substitution of the electric arc for the noisy riveter, which change will eliminate the necessity of drilling thousands of holes and will make the steel skeleton of the future building a single welded unit.

But while the main trend of business and industry must continue upward, there are many reasons for believing that we will again be compelled to pass through short periods of readjustment that will allow us to catch our breath, take stock of our surroundings and straighten

(Turn the Page)

R_x

If you are not already familiar with Feen-a-mint, let us mail you a supply. No obligation is assumed. Request upon prescription blank or professional stationery will bring prompt response.

Medical Division

HEALTH

PRODUCTS

CORPORATION

113 North 13th St.,

Newark, N. J.

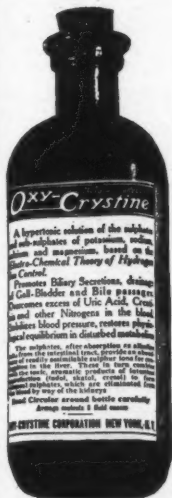


The mild, yet thorough, laxative action of phenolphthalein— $(C^6 H^4 OH^2) C (CO^2) C^6 H^4$ —is enhanced by two simple means:

1. Mechanical reduction, effected by chewing.
2. Thorough admixture with saliva, since phenolphthalein is soluble only in alkaline media.

Both results are obtained by Feen-a-mint, which combines the phenolphthalein (yellow) with common chewing gum (tolu) and a simple candy coating flavored with peppermint (*Mentha piperita*)—itself not without carminative value.

Feen-a-mint
The Chewing LAXATIVE



“WHEN MY PATIENT COMES BACK

after I have prescribed

Oxy-Crystine Therapeutically Correct

the report is satisfactory, whether used to ‘abort’ a cold, relieve acute indigestion, reduce high blood pressure, drain the gall bladder, activate the liver, unload the bowels, clear the skin, prevent sea sickness, mitigate rheumatism, neuralgia, sciatica, etc.”

BECAUSE, “OXY” is a renal, hepatic, intestinal, skin and cell activator, a metabolic stimulant and blood cleanser.

DON'T DOUBT IT—TRY IT.

OXY-CRYSTINE CORPORATION

P. O. Box 118, Grand Central Station,
New York, N. Y.

Please send me a sample of Oxy-Crystine prepaid and without charge. ME-8

Dr.....
Address.....

out the front of our advance. Prosperity is not uniform in its distribution. Many have not participated in the benefits of five years of high wages and record activity. A part of the public has commenced to show signs of discontent over the present tendency of capital and the power that goes with it to gravitate into the hands of great centralized groups, such as are represented by chain-store and other systems that make the going very hard for the small dealers.

Let us not be caught in the whirlpool of over-confidence. The business millennium has not yet been reached. Competition in nearly all lines of trade is becoming keener and more destructive each succeeding day. Two or three years ago the electrical industry was adding new customers to its lines at the rate of two million yearly. Now only a half million are added annually and it becomes necessary for the electrical companies to make up this loss by developing new loads like that of refrigeration, which will practically double the consumption of current in several

million homes. The automobile industry is in the same fix so far as new customers are concerned and is now engaged in converting the American nation into a country of two-car households.

There is much that can be set down on the favorable side of our national business ledger at the present moment. Bank clearing, the consumption of power and general building all continue at a high rate. Labor disturbances are nil and the workmen do less soldiering on the job than ever before. But not far off on many of the roads ahead are breaking points and saturation limits.

NO exercise of Yankee ingenuity will enable us to avoid a day of reckoning that will correct excesses, clean up the business structure and restore the body industrial to robust health. The present day is a time to pay off debts and proceed with caution. Wonderful days lie ahead, but thoughtless people who disregard the lessons of history will pass through anxious moments before such a time is realized.

THE ACIDOSIS OF PREGNANCY may be counteracted by the judicious use of

ALKA-ZANE

the rational antacid constructed to meet any deficiency of the mineral elements of the body.

Literature and trial supply on request.

WILLIAM R. WARNER & CO., INC., 113 W. 18th St., New York

Dimazon Ointment

(Accepted by the American Medical Association)

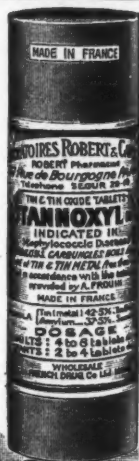
The continuous use of our ointment, over a period of fourteen years, is based upon positive and often excellent results obtained in the treatment of those intractable cases of

Eczema, Ulcus Cruris, Keratitis, Wounds, Burns, etc.

Samples and clinical reports upon request.

Heilkraft Medical Co.

Boston, Mass.



BOILS

THREE LESSONS IN THEIR TREATMENT:

1. Boils are serious ailments
2. Boils should not be lanced
3. Boils should be treated by

STANNOXYLIN

Pure Oxide of Tin and Tin Metal

On request, we will be glad to send you a sample and our booklet, TREATING BOILS WITHOUT THE LANCE.

Advertised only to physicians.

Obtained at leading pharmacies.

THE ANGLO-FRENCH DRUG CO.
1270 Broadway New York City

SEND FOR FREE SAMPLE COPY OF DR. CHARLES CONRAD MILLER'S *Plastic & Esthetic Surgery*

Established to interest honorable, ethical, regularly licensed physicians in Plastic and Esthetic Surgery, and to make available to them without equivocation or exaggeration the possibilities and limitations of this surgery.

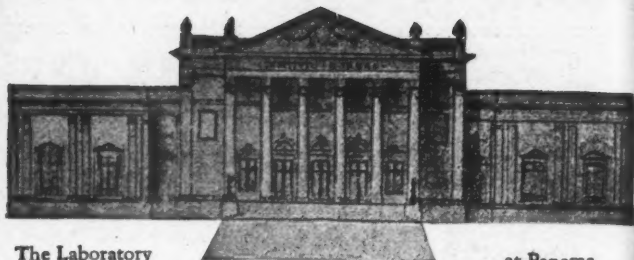
To Dr. Charles Conrad Miller's Plastic & Esthetic Surgery,
32 North State St., Chicago.

Without charge or obligation please send free sample copy.

Name.....M. D.

Address

City..... State.....



The Laboratory

at Panama

Doctor, as a little token of gratitude . . .

HE SAT at his desk, brooding.

Before him lay a check, signed by one of the country's most prominent men, whose wife had just recovered from an important operation. There was a little note attached. It was impossible, the note said, to express a full measure of gratitude for the successful operation and recovery. Perhaps this check could express it in a small way. It was not a gift, of course, just a small token of appreciation. Would he not accept it?

Still he sat there, thinking. To accept the check personally was out of the question; it did not fit with his ideals.

At the moment he knew of no charity that he cared to give the check to. There was no foundation, no endowment fund, that he felt would suit both himself and his patients. He ran over the list of requests that came in with each day's mail.

But nothing occurred, and five minutes later the check was in an envelope addressed back to its donor, with a brief, but sincere note of refusal.

* * *

THE tribute of the nations to William Crawford Gorgas—the establishment of a memorial

not of stone or bronze, but a living vital organization which embodies the hope of freeing all the world from disease—such is the Gorgas Memorial Institute.

Honoring the name of the man who rid one of the pestilential regions of the world of disease, thus making possible the building of the Panama Canal, it is fitting that this great Memorial Institute should be erected in Panama.

There it stands at the crossroads of the world as a beacon light of safety and health, throwing its rays into all lands burdened with disease, and keeping alive the memory of one who paved the way.

No greater memorial could be erected to Gorgas. No more splendid effort to improve the economic welfare of the world can be conceived.

Health is the foundation of our social and economic structure. The backward, unhealthy region is the weak link in the chain of international stability.

To transform this weakest link into one as strong as all others, to face the tremendous world problem of the conquest of all disease, and eradicate all preventable diseases from our own land—these are the purposes of the Gorgas Memorial Institute.

(Turn the Page)

*Your dealer!
will gladly show
you wherein this
Supreme instrument
surpasses all others,
and why it is a
Lifetime!!!*

**Lifetime
Baumanometer**
"STANDARD FOR BLOODPRESSURE"



W.A. Baum Co. Inc. - Originators

and Makers Since 1916 of Bloodpressure Apparatus Exclusively
100 FIFTH AVENUE NEW YORK

General WILLIAM CRAWFORD GORGAS

- - and the greatest field
of his activity

(Right) The
student at
Sewanee.



(Left) The
Surgeon-Gen-
eral.

(Below) The
Gorgas house
at Tuscaloosa,
Alabama, as
a letter show-
ing Gorgas' re-
gard for small
details.

(Photos cour-
tesy of Doub-
leday, Page
Co.)

DEPARTMENT OF SANITATION
Sewanee, Class, 2000

October 21st, 1917.

Dear Mason,

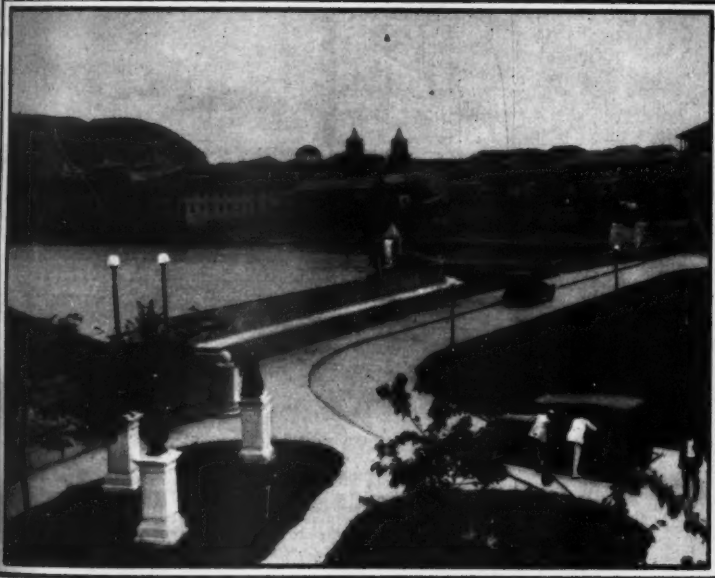
I find that I counted the
Sunday school money, the
2 1/2 cent pieces, as gold silver
when they should have been
counted as gold. They were
dollar & a half, all told.

I enclose \$1.50 & silver.

Very truly yours

W. C. Gorgas.





(Bottom) Once a miasma of yellow fever and malaria, Panama City is now virtually a health resort.

(Top) Entering Milaflores Lake on the way through to the Pacific.

Photos by Ewing Galloway

For YOUR Comfort

PHYSICIANS appreciate the good things of life just as much as their patients do. So we are asking you to wear the Cantilever Shoe. After you have enjoyed the comfort of this helpful, good-looking shoe, you'll know best about recommending it.

The lasts over which Cantilever Shoes are made are all based upon natural foot shapes. There is room for every toe to lie straight and no possibility of any foot distortion in a properly fitted Cantilever Shoe.

The shank of the Cantilever Shoe is flexible and permits the foot to function easily and naturally. Circulation is free and the longitudinal arch of the foot is well supported by the snug fitting, all-leather arch of the shoe.

The heel of the Cantilever Shoe is wedged so as to be slightly higher on the inner side for a double purpose: (1) to direct the body weight to the outer (and stronger) border of the foot; and (2) to induce the wearer to toe straight ahead.

These features are both preventative and corrective. They are incorporated in Cantilever Shoes for men, women and children.

You wear shoes, Doctor. You walk and stand as much as other folks do. We know you'll appreciate Cantilever comfort. If a Cantilever Agency isn't listed in your 'phone book, please fill out the coupon or simply pin it to your letterhead.



MEN — WOMEN — CHILDREN

THE CANTILEVER CORPORATION
410 Willoughby Ave., Brooklyn, N. Y.

Please send me the address
of the nearest Cantilever
Agency.

Name

Address

This movement in behalf of so worthy and timely a cause cannot fail of universal support. The chief factors—the character of the appeal and the necessity which prompts its development at this time—are so convincing that careful organization to acquaint the general public with the nature of the movement is the only factor essential to results.

Why should the public support a five million endowment for the Gorgas Memorial Institute?

THE fundamental purpose of the Gorgas Memorial Institute is to conduct research into all preventable diseases and to train men and women to assist in this prevention.

To answer the question: "Is disease in devastating form still prevalent?" we have but to refer to health conditions in a number of our own states, where the mortality from malaria, hookworm disease, typhoid fever, dysentery, smallpox, pellagra, blood and animal parasites and kindred diseases, is appalling in the aggregate, and constitutes a potential economic handicap.

Until comparatively recent years, yellow fever claimed annually hundreds of victims throughout the southern states, and in one well remembered epidemic in the Mississippi Valley, the toll was 13,000 lives and an economic loss of hundreds of millions of dollars. This disease has been eradicated since the application of such preventive measures as will be pursued by the Gorgas Memorial Institute in its

relation to other diseases.

The dominating motive of the Gorgas Memorial Institute—the study and prevention of disease wherever it may exist—is unassailable from the standpoint of being worthy and necessary, and cannot fail to awaken unselfish interest and support.

On November 12, 1923, Calvin Coolidge wrote Dr. Franklin Martin, President of the Institute:

"My dear Doctor Martin:

"Your invitation, on behalf of the Board of Directors of the Gorgas Memorial Institute of Tropical and Preventive Medicine is before me. It is with more than ordinary satisfaction that I am notifying you of my readiness to accept the Honorary Presidency of the Institute. This establishment represents, as I view it, not merely a cooperation of the American nations in an effort to perpetuate the great work of General Gorgas for the tropics. Beyond that, it stands for a world movement to bring the lands and climates of the tropical world into their fullest productivity and service to humanity. This is certain to be one of the great problems of the coming generations, increasingly insistent as the population of the temperate zones shall increase. One of the greatest accomplishments of the last half century has been the development of sanitary and medical procedures by which the tropics have been made available for the habitation of peoples acclimated to the temperate areas. General Gorgas will always be

(Turn to Page 66)

"It May Be True"

said the practical doctor, "that uric acid is not the prominent factor we used to regard it in the production of many diseased conditions. But I do know this—

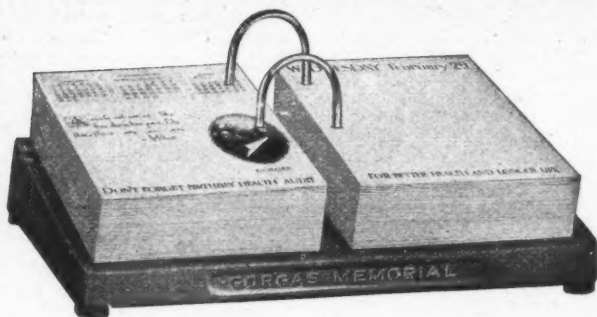
THIALION

is a powerful and mighty dependable agent to prescribe in rheumatism, gouty conditions, biliousness, hepatic torpor, constipation, gravel and wherever there is evidence of acidemia or decreased alkalinity.

THIALION acts promptly, it is well tolerated by the stomach and it brings results. All that is necessary to appreciate THIALION is to try THIALION."

Sample and Literature on Request

VASS CHEMICAL CO.
DANBURY, CONN.



The Gorgas Health Calendar

ISSUED by the Gorgas Memorial as a daily reminder of our beloved hero in sanitation who made possible the Panama Canal; our great Surgeon General who kept our boys fit in the Great War.

The entire proceeds from the sale of the calendar become a part of the Gorgas Memorial Endowment Fund, and will carry forward in perpetuity the following program: (a) Eliminate unnecessary illness; (b) Prolong life, make it healthier, more productive and enjoyable; (c) Co-operate with the family physician in conserving health; (d) Furnish authentic health information to the public; (e) Promote periodic health examination.

The Calendar for each day contains a Health Maxim by an outstanding man in medicine, philosopher, or statesman; the only digest of health maxims published, of which the following are specimens (to appear with the author's name):

"A good diagnosis is worth many shot-gun prescriptions."

"Add life to your years as well as years to your life."

"Knowledge is power in health matters just as it is in business."

The especially designed Stand—size $7\frac{1}{4} \times 4\frac{1}{2}$ inches—is handsome, sturdily built, mahogany finish, equipped with rubber feet. It will be a very appropriate holiday gift. Enclose names of your friends with your remittance, and we will send calendar direct, prepaid, and enclose your card. New pad for 1929 may be secured through Gorgas Memorial.

The Cost, stand and pad complete, delivered to you, is \$2.50, not more than the ordinary stand and pad; yet intrinsically many times more valuable. (See order blank below.) Only a limited number available. Send in your order immediately, delivery to be made about December 1, 1927.

.....USE THIS ORDER BLANK.....
GORGAS MEMORIAL, 400 N. Michigan Ave., Chicago, Ill.

Please send, prepaid,.....Gorgas Health Calendar(s) complete at \$2.50 each, for which I enclose remittance of \$..... Calendars to be sent to enclosed list.

Name.....

Street Address.....

City.....State.....

(Orders must be accompanied by remittance to avoid inconvenience and collection expense.)



Practice-Building Offices

ON THIS page and the next are two more striking photographs in the MEDICAL ECONOMICS series of well-equipped offices.

Both of these pictures will appear soon, with others of the series, in the form of an album which will be placed in the hands of a number of surgical instrument dealers throughout the country.

The photograph on this page shows the office of an eye, ear, nose and throat specialist in Milwaukee. The contents of the office are: specialist's chair, specialist's cabinet, fountain cuspidor, stool, floor lamp, instrument cabinet, electric sterilizer, eye testing cabinet, chair, and stool, and waste receptacle.

The approximate cost of outfitting this office was \$790.

In its completed form the al-

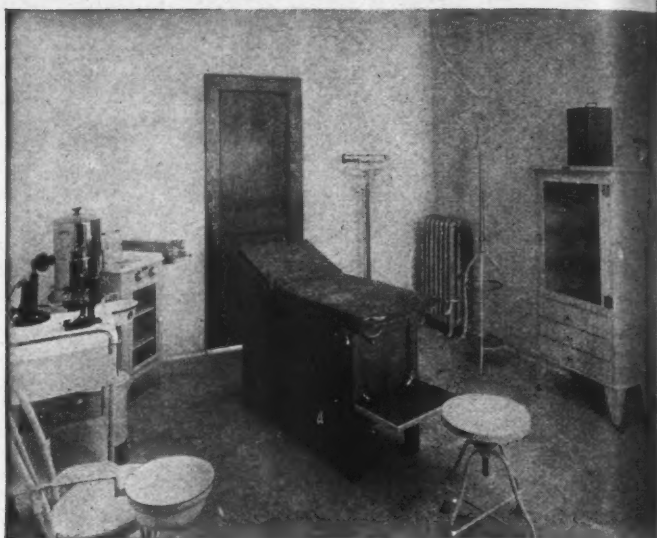
bum will represent an unprejudiced pictorial survey of the best in office equipment. Nothing of the kind has been available before.

The collection of well-equipped rooms has grown to include offices of various types from all sections of the country.

This survey is being made so that physicians can see one another's methods of equipping their offices, thus helping to solve what is often a troublesome problem, and saving unnecessary expense.

Equipment is one of the basic elements in the economic and professional success of the medical practitioner. The effect of good equipment is as definite on the patient as it is on the physician himself. A well-equipped office, in other words, is a sound investment.

(Turn the Page)



The second photograph is one room of a Wisconsin clinic. It contains: Rochester examining table, electric sterilizer, instrument table, first aid chair, scale, costumer, instrument cabinet, stool, floor lamp, and waste receptical.

Its approximate cost was \$500.

MEDICAL ECONOMICS will be interested to hear from physicians desiring advice or illustrations on any equipment problem, and will be glad to furnish the names of surgical instrument dealers where the MEDICAL ECONOMICS Better Equipment Album can, upon completion, be seen.



Taurocol Tablets

In both kinds
of our TAUR-
OCOL Tablets

we use only the purified portion of the Nature Bile of the bovis family, and its two active salts, the Taurocholate and Glycocholate of Soda.

Taurocol Compound Tablets

With Digestive Ferments and
Nux Vomica

Samples for Clinical Purposes on Request

THE PAUL PLESSNER CO.



CONTAINING

East India Sandalwood Oil.....	0.0616 c.c.
Haarlem Oil.....	0.1848 c.c.
Copaiba Oil.....	0.0616 c.c.

DIRECTIONS:

Two Perles with or after each meal, as directed by the Physician.

For treatment of subacute and chronic inflammation of mucous membranes, especially of the urinary tract.

Detroit, Mich.



IMPOTENCE

is a Polyglandular
condition and indicates
Polyglandular treatment

ORCHOTINE

is a combination of glandular sub-
stances that has proven its efficacy
in thousands of cases.

Send this Coupon for a free trade size package

HUDSON PHARMACAL COMPANY,
Union City, N. J.

Without cost or obligation send me 50 tablets ORCHOTINE for
clinical trial, also literature.

M.D.



THE STANDARD
LOESER'S INTRAVENOUS SOLUTIONS
CERTIFIED

A SYMPTOMATIC TREATMENT OF TUBERCULOSIS

SEND FOR A COPY

A clear and concise outline of the status of tuberculosis therapy with a new viewpoint on the pharmacology of calcium and guaiacol and their effect on temperature and night sweats, showing the effect to be similar to that produced by rest in favoring the desired quiescent state so essential in the treatment of tuberculosis. Reprint and clinical data from the official publication of the Mexican Department of Military Medicine. *Clinical Reports, Reprints, Price List, and the "Journal of Intravenous Therapy" will be sent to any physician on request.*

LOESER LABORATORY

[NEW YORK INTRAVENOUS LABORATORY]

22 WEST 26th STREET,

NEW YORK, N. Y.

Producing ethical intravenous solutions for the medical profession exclusively.

PAYING IN SERVICES

Reported by Lawyer Hayward



THAT new hotel we're starting in town'll be a great thing for the country," the salesman averred.

"No doubt," the doctor agreed.

"And we're counting on you for \$1,000."

"I've got no money to buy stock in anything."

"No—but you doctor the sick."

"Sure."

"So we've heard. Now, if you'll take \$1,000 stock and agree to act as the hotel physician for the first year it's running, the stock won't cost you a cent."

"I've bought," the doctor agreed.

"We'll have to have your note for the \$1,000 and we'll give you a written agreement about the paying in service," the salesman suggested.

The doctor willingly reached for his fountain pen and affixed his signature to the note.

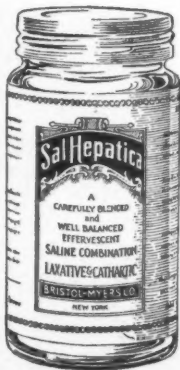
Time passed on, and when the note fell due the hotel company was in bankruptcy—the receiver demanded the face of the note in cash from the doctor, and the latter fell back on the agreement.

"The agreement was that I was to pay in services," he argued.

"Yes—but the hotel's on the rocks and we don't want the services," retorted the receiver.

"Well, whenever you want 'em let me know and I'll be on hand but you'll whistle as far as get-

The Standard Saline—since 1895



FOR 31 years doctors have used, prescribed and recommended Sal Hepatica. It is the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification.

Fortified by the addition of sodium phosphate, Sal Hepatica is an effervescent saline combination similar to the natural "Bitter Waters" of certain medicinal springs of the United States and Europe.

Sal Hepatica is an ideal preparation for the practitioner to recommend—it is efficient, palatable and reliable, and does not create a condition of tolerance.

Samples for clinical purposes

BRISTOL-MYERS CO., 75 M West St., N. Y. C.

Sal Hepatica

ting cash is concerned," the doctor contended, but the Supreme Court of South Carolina decided that under these circumstances the maker of the note was bound to pay in cash, and would not set up an agreement that it was to be paid by work which was afterward found to be unnecessary because of the insolvency of the company which was the payee of the note.

"The fact that the rendition of the service became unnecessary by reason of the company's insolvency did not absolve the maker of the note from liability thereon, merely because he was ready and willing to render the services therein," said the Court in the Carolina case referred to, but it should be noted that the transaction had been closed up in the form of a note, and if it has been a mere conditional stock subscription, the result might have been different.

RADON

(Has same effect as radium)

in

PLATINUM - GOLD

GLASS Seeds

and

STANDARD SIZE
NEEDLES and TUBES

—O—

Quick Delivery to all parts of
United States and Canada

—O—

STANDARD
CHEMICAL COMPANY

(Radium Chemical Company)

No. 1 East Forty-second Street
New York City

Send for detailed information

Owing to the Many Cases of

TUBERCULOSIS

home treatment is absolutely necessary.

Prominent physicians agree that we have no medicinal remedy equal to Creosote when properly administered.

Mistura Creosote Comp.

(KILLGORE'S)

Meets all the requirements of the creosote treatment. It is a palatable preparation and does not disturb the most sensitive stomach. It tends to diminish the cough and aids digestion and assimilation.

Sample and Literature on request

CHARLES KILLGORE, Estab. 1874

57 WEST THIRD STREET

NEW YORK



KNEE JERKS

[Supply your own kick]



STATISTICS from Washington show that the Medical Arts Building situation is rapidly approaching epidemic proportions. New buildings are being reported (according to the Information Booth in the Pennsylvania Station) at the rate of some seventy odd per week.

In a crisis like this, the American people will certainly rise to the situation; in fact, it is doubtful whether they could get any-

where near a consulting room without rising several stories at least.

American women, especially, will adapt themselves to this new department-store scheme of medicine. Mrs. Blamingdale will, upon gathering an adequate assortment of symptoms, step out of her front door, wearing the set, but grimly happy, expression of the confirmed department store hunter stalking the prey.

Arriving downtown, she will enter the field of her hunt, one hand clutching firmly to her pocketbook, and the other pressed lightly over her heart, indicative of acute feminine suffering.

"On what floor can I find a good ear specialist?" she will demand, marching up to the elevator man. "And then, too, perhaps you can tell me whether there are any specials on today—in spine treatments, or foot cures, or something?"

At that moment she will be interrupted by a breathless voice on her left: "Ah, floorwalker, where is the X-ray department!"

But what it all amounts to is this: How soon will Medical Arts buildings install bargain basements?



A high forceps delivery

H. V. C.

"Q. E. D."

H. V. C.

Safe, effective, non-disturbing, non-depressing relief for

DYSMENORRHOEA

Hayden's Viburnum Compound

ALSO IN OVARIAN OR UTERINE COLIC, POST-PARTUM PAINS, PELVIC NEUROSES, PROSTATITIS, CYSTITIS, RIGID OS, ETC.

H. V. C.—Sixty years of professional use PROVES ITS PRACTICABILITY. Invaluable in Industrial Practice.

Sample and literature on request

THE NEW YORK PHARMACEUTICAL CO.
BEDFORD SPRINGS, BEDFORD, MASS.

Why Doctor's Bills Aren't Paid

JANUARY

S	M	T	W	T	F	S
						1
						8
2						15
9						22
16						29
23	24	25	26	27	28	
30	31					

Didn't get that raise

FEBRUARY

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
2	3	4	5	6	7	
13	14	15	16	17	18	
20	21	22	23	24	25	
27	28					

Insurance due

MARCH

S	M	T	W	T	F	S
						5
						12
						19
						26
6	7	8	9	10	11	
13	14	15	16	17	18	
20	21	22	23	24	25	
27	28	29	30	31		

Furniture installments OVERdue!

APRIL

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
3	4	5	6	7	8	
10	11	12	13	14	15	
17	18	19	20	21	22	
24	25	26	27	28	29	
30						

Clothes for Easter

MAY

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
5	6	7	8	9	10	
12	13	14	15	16	17	
19	20	21	22	23	24	
26	27	28	29	30	31	

Had a good chance to trade in old car

JUNE

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
5	6	7	8	9	10	
12	13	14	15	16	17	
19	20	21	22	23	24	
26	27	28	29	30	31	

Getting ready for vacation!

JULY

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
5	6	7	8	9	10	
12	13	14	15	16	17	
19	20	21	22	23	24	
26	27	28	29	30	31	

Vacation!!

AUGUST

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
5	6	7	8	9	10	
12	13	14	15	16	17	
19	20	21	22	23	24	
26	27	28	29	30	31	

Back from vacation—
8 broke!!

NOVEMBER

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
5	6	7	8	9	10	
12	13	14	15	16	17	
19	20	21	22	23	24	
26	27	28	29	30		

Tax bills

OCTOBER

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
5	6	7	8	9	10	
12	13	14	15	16	17	
19	20	21	22	23	24	
26	27	28	29	30	31	

Getting in coal supply

SEPTEMBER

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
5	6	7	8	9	10	
12	13	14	15	16	17	
19	20	21	22	23	24	
26	27	28	29	30		

Children off to school—
new clothes

DECEMBER

S	M	T	W	T	F	S
						1
						8
						15
						22
						29
5	6	7	8	9	10	
12	13	14	15	16	17	
19	20	21	22	23	24	
26	27	28	29	30	31	

Getting Christmas presents



Doctor, as a little token of gratitude

(Continued from Page 57)

remembered as foremost among those who have labored intelligently and effectively in this cause, and I am glad to be associated with an organization which proposes to project that great service into the future."

All the world should be interested in a memorial to General Gorgas, because this great man, in his unselfish service to mankind, put all men and women everywhere in his debt. Seldom does the world have an opportunity to pay a great debt so easily.

THE PROGRAM

I. Authentic health information given to the public by reputable physicians.

This educational campaign is being conducted in the following way:

1. Regular publication in the daily newspapers of the country of signed health articles prepared by representative medical authorities.

2. Articles on health in the general magazines, written in an interesting, easily understood style by medical writers.

3. Radio talks broadcast regularly over the principal stations

of the country by physicians of standing in their respective communities.

4. Health talks before Rotary and Kiwanis Clubs, Parent-Teacher Associations, Boys' and Girls' Clubs, Women's Clubs, and school children.

5. Plans are under way for the showing of health films at the principal theaters.

II. Promotion of the periodic health examination idea among the public.

The periodic health examination is a live issue today and is becoming more and more popular among thinking people. To prevent its exploitation by commercial organizations and irregulars, it is important that it be kept in the hands of curative medicine, as represented by the family physician.

III. Research in tropical diseases.

Tropical diseases constitute a serious handicap to trade development. The construction of the Panama Canal was handicapped for years until Gorgas, by eradicating yellow fever, made its completion possible. This has added untold millions to our national wealth by opening up new trade

Handy For Every Dressing Requirement

IMPERVIOUS FORM

is softer, more pliable, and more satisfactory and economical for all wet dressing coverings than other items formerly used. Furnished in single and double weights. Rolls for professional use 9 in. x 4 yds.

"Standard" (single weight) . . \$1.00

"Standard Heavy" (double) . . 1.50

At All Supply Houses



PERFORATED FORM

is used as a non-adherent direct dressing where it serves as a foundation for forming granulations but does not adhere to

them when removed. Indicated for burns, ulcers, amputations, skin grafts and all granulating wounds. Prepared only from double weight tissue. Rolls 9 in. x 4 yds.

"Standard Perforate" \$1.75

"M.D. Special" (both forms) . \$1.00

Sample on Request

The Cilkloid Company

508 S. 3d Ave.

Marshalltown, Iowa

routes and the subsequent development of business incident thereto. But in the line of those trade routes many tropical diseases remain unsolved and vast areas await development by the white race as soon as they are conquered. Discovery of their cause and cure will open up territories of unlimited wealth and add enormously to the world's assets.

The Republic of Panama has donated a site of ground and has promised to authorize the floating of a \$750,000 bond issue to finance the construction of the GORGAS MEMORIAL LABORATORY in which tropical research will be conducted under the supervision of the Scientific Board of the GORGAS MEMORIAL.

IV. Mosquito Abatement Campaign.

In the United States malaria exacts an annual toll of \$100,000,000. Municipal, state, and federal health departments are exerting every effort to reduce the prevalence of this disease. Its cause is known and its complete eradication depends upon the laity, who must be educated to cooperate with recognized health agencies in the various states in their efforts to destroy the malaria breeding mosquito. The GORGAS MEMORIAL is already conducting an anti-mosquito campaign.

(Turn the Page)



**Simplicity
Accuracy
Reliability**

Backed by three generations of practical experience in Artificial Limbs.

A. A. MARKS, Inc.
90 Fifth Ave.
New York City

Phosphorcin

Why Coughs and Colds ?

Phosphorcin, prescribed at the approach of winter will help your debilitated patients to resist Winter Diseases

High Assimilability Assures Quick Results

Sample on request

EIMER & AMEND
Third Avenue and 18th Street, New York

PHYSICIANS
are prescribing
HALEY'S
M - O
Magnesia-Oil
PAT. JULY 12, 1931

An Emulsion of
**Milk of Magnesia and
Pure Mineral Oil**

Formula
Each Tablespoonful Contains
Magma Mag. (U.S.P.) $\frac{3}{4}$ iii
Petrolat. Liq. (U.S.P.) $\frac{3}{4}$ i

Made only by
THE HALEY M-O COMPANY
GENEVA, N. Y., U. S. A.

Fully Protected by Trade Marks and Copyright

At all Druggists
Physician's sample on request

FINANCING

In order that the Gorgas Program may be properly developed, an Endowment Fund of at least \$5,000,000 is required, the principal of which will be invested in trust securities and the income only utilized to carry on the work.

The Board of Directors is endeavoring to raise this fund without resorting to an intensive money-raising campaign with its intensive expense. Keeping down the overhead diverts a maximum percentage of receipts directly to the Endowment Fund.

No part of the money collected in this country will be used for building or equipment. It will be devoted exclusively to establishing a fund, the income of which will be used to carry on the permanent program.

The following memberships have been arranged in order that everyone may have a part in this memorial to a man who gave himself so freely and joyfully to the service not only of his country, but of all mankind.

GORGAS MEMORIAL FOUNDER MEMBERSHIP - -	\$1,000.00
GORGAS MEMORIAL LIFE MEMBERSHIP - - - -	500.00
GORGAS MEMORIAL CONTRIBUTING MEMBERSHIP - - - - -	100.00
GORGAS MEMORIAL ANNUAL MEMBERSHIP -	10.00

STATE GOVERNING COMMITTEE FOUNDER MEMBERSHIP

100.00

(By appointment only)

* * *

He sat at his desk, reading. Presently he reached into his pocket, drew forth an unmailed envelope, tore it open.

He took out a check, pinned to its little note of refusal.

Taking up his pen, he wrote a new note.

"I am made very happy," it said, "by your letter of appreciation for my services. Since I cannot accept anything more than my regular fee, I would like to suggest that it would be a fitting way of expressing your gratitude to make your check payable to the Gorgas Memorial Institute of Tropical and Preventive Medicine.

"This is the most worthy and appropriate cause I can think of.

"The donation can be made, either in the form of an Honorary Membership, or a special memorial fund to be administered by the Gorgas Memorial, and in either of our names.

"I submit this suggestion hoping it will meet your approval, and assuring you that I am glad for your gratitude."

With a sense of satisfaction, he folded the note and enclosed it.

This time he mailed the letter.

For That SYPHILIS Case

MERCOFUM

Colloidal Mercury Vapor

SAFE

EFFECTIVE

QUICK

SIMPLE

Literature Upon Request

FUMAE LABORATORIES

488-490 Summer Ave

Phone Laf. 0029

Brooklyn, N. Y.



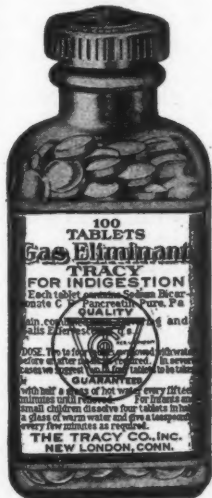
Inspiring the confidence of doctor and patient alike

LISTERINE

LISTERINE TOOTH PASTE

LISTERINE THROAT TABLETS

LAMBERT PHARMACAL COMPANY • ST. LOUIS, U. S. A.



TABLET

GAS ELIMINANT

(TRACY)

FOR THE PROMPT RELIEF OF
GASTRIC DISTRESS
DUE TO
INDIGESTION

Samples on Request

THE TRACY CO., Inc.
NEW LONDON CONN.

THIS MONTH'S FREE LITERATURE

A tabloid guide for keeping up-to-date on manufacturers' literature and samples

Samples of Lactogen: Generous professional samples of Lactogen with an interesting array of literature are being offered by Nestle's Food Company, 2 Lafayette Street, New York.



The Food Value of the Banana: Bringing some new ideas to dietary literature, and incidentally lifting this humble fruit to a well-deserved pedestal. Send requests to Fruit Dispatch Company, 17 Battery Place, New York.

Worcester Iodized Salt: Three full-sized packages of Worcester Iodized Salt, together with literature on goiter prevention, is offered to physicians by the Worcester Salt Company, 71 Murray Street, New York.

Pollen Filter Bulletins: Three interesting bulletins on Prophylaxis and treatment of hay fever and asthma have been published by The Pollen Filter, Inc., 4063 East 116th St., Cleveland, Ohio.



Radium Therapy: Literature describing the treatment of nine specific ailments through the use of Radium Chloride, is offered by the United States Radium Corporation, 535 Pearl Street, New York.

Horlick's Milk Modifier: A generous sample of Horlick's Maltose and Dextrin Milk Modifier will be sent to physicians prepaid by Horlick, Racine, Wisc.

Samples of Coffee: A liberal-size physician's trial can of Blanke's Health Coffee is offered by the Blanke Health Coffee and Tea Corp., St. Louis, Mo.

Patients' Diet Book: A book of practical, normal-weight diets that can be distributed to patients. Single copies are offered gratis. Write Hanson Brothers Scale Co., 502 N. Ada St., Chicago, Ill.

Simplified Electric Refrigeration: An attractive and interesting presentation of the General Electric's contribution to electric icing. Ask General Electric Co., Hanna Bldg., Cleveland, Ohio.



Pneumonia Deaths Cut 86%: A small, but exceedingly comprehensive booklet telling the story of certain vaccines in the treatment of pneumonia. Graphs and tables are included. Write G. H. Sherman, M. D., Inc., 14600 East Jefferson Avenue, Detroit, Mich.

Hyperacidity in the Oral Cavity: This is the name of the booklet, and Oxy-Crystine is the name of the product, a specimen of each being offered by the Oxy-Crystine Corp., New York City.

Iodine in Scarlet Fever: Results of a comparative study of two hundred cases treated in the Philadelphia Hospital for Contagious Diseases. For the booklet, address Colloidal Laboratories, 507 Bankers Trust Bldg., Philadelphia, Pa.

(Turn the Page)

A Remedy of Broad Scope
and Usefulness

CYSTO SEDATIVE

is especially indicated in CHRONIC PROSTATITIS and CYSTITIS; in CHRONIC POSTERIOR URETHRITIS and PYELITIS. PAINFUL MICTURITION is usually promptly relieved.

Intelligently prescribed in almost every form of CYSTITIS and PROSTATITIS, results are satisfactory.

Liberal sample, complete formula and literature to physicians upon request.

STRONG, COBB & COMPANY, Cleveland, Ohio

CONVALESCENCE

In the return to health after illness, the body needs most of all the stimulation of cellular function and the up-building of tissue.

ESKAY'S NEURO PHOSPHATES

SMITH, KLINE
& FRENCH CO.
105-115 No. 5th St.
Philadelphia, Pa.
Established 1841

Manufacturers of
Eskay's Food
Eskay's Suxiphen

is especially valuable in convalescence. It supplies calcium and phosphorus, and through its strychnine stimulates the nutrition of all organs.

It acts also as a stomachic bitter, increasing the appetite and improving digestion.

The Right Way: A 16-page booklet explaining some up-to-date methods for simplifying accounting and keeping of case records. Write the Witmer Record Co., Kansas City, Mo.



Sample of Dewey's Dew-Tone: A complimentary bottle of Dewey's Dew-Tone and Port is offered to physicians, in order to prove its high medicinal value and purity. Ask H. T. Dewey and Sons Co., 138 Fulton Street, New York.

* * *

"Putting it Over" the Liver: Another of the entertaining Reed & Carnrick booklets, with some usable data on the replacement of bile secretions. Write Reed & Carnrick, Jersey City, New Jersey.

* * *

Nasal Therapy: The chart in the back of this booklet is alone worth walking a mile or two for. Ask Nichols Nasal Syphon, Inc., 157 East 34th street, New York, to send you a copy.

The Myth of De-Nicotization: Without throwing any rash bricks, or making any broad statements, this book gives some valuable facts on cigars, the chief fact being that you can't take the nicotine out of a cigar and still have the cigar. Write E. A. Kline, 152 West 42nd Street, New York City.

* * *

Hypochlorite in Medical Practice: Just what the title suggests, and very much to the point. A complete bibliography appears at the end. Offered by the Zonite Products Company, 250 Park Avenue, New York.



Samples of Angostura: A booklet dealing with the mechanism which is set in motion by the psychic stimulation of Angostura Bitters, and a sample of the product itself, are awaiting you at the J. W. Wupperman Angostura Bitters Agency, Inc., 14 East 46th St., New York.

MORE THAN A TONIC, an intestinal antiseptic and remedial agent in specific conditions. In all debilities, prescribe

Guia tonic

Samples and Literature on Request.

WILLIAM R. WARNER & CO., INC., 113 W. 18th St., New York

THE NON-LEAKING AGAR-OIL EMULSION

Generous
Clinical
Sample
Gratis

RINOLIN

Address
RINOLIN
66 W. 14th St.
New York

A DISTINCT ADVANCE IN OIL THERAPY

r, 1927

ization:
rash
broad
s some
s, the
can't
cigar
Write
42nd

Pro-
ggesta,
nt. A
ears at
Zonite
Park

: A
mecha-
by the
rostrum
ne pro-
at the
ra Bit-
t 46th

specific

York

ss
IN
h St.
ork

APY

A

Th
A7

An
and

Co
eff

Th

Ma
can
Gr

Wi
in
pac

Yo

Bl

1927

tion:
rash
road
some
the
can't
rigar
Write
12nd

rac-
ests,
A
rs at
nite
Park

A
cha-
the
tura
pro-
the
Bit-
16th

ectic

York

PY



Autumn Chills and Winter Ills

The unrivaled pain and congestion relieving properties of ATOPHAN - -

And the universally recognized, ever reliable antipyretic-analgesic action of Acetyl-Salicylic Acid (Aspirin) - -

Conveniently combined for joint, prompt and maximal effect - -

That's ARCANOL.

Made it's first bow in the early Spring of 1927 and instantly came into favor for the relief and treatment of "Colds" Grippe and Febrile Respiratory Disorders in general.

With the advance guard of Autumn and early Winter cases in the offing, may we send you a complimentary trial package?

You and ARCANOL really ought to get well acquainted.

7½ grain tablets in bottles of 25 and 50
Dosage: 2 to 4 tablets

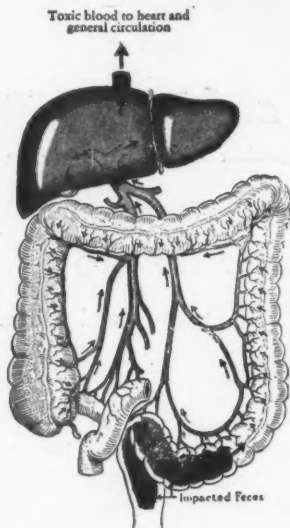
SCHERING & GLATZ, Inc.

Bloomfield, N. J.

New York, N. Y.

Dissolves Intestinal Toxins

NOT the least valuable of its properties is the behavior of Nujol toward intestinal toxins.



The path of intestinal toxemia

If a watery solution of indol be shaken up with Nujol, more than half the indol is quickly taken up. Nujol readily dissolves this and other waste and poisonous substances, many of which are more soluble in Nujol than in water. Once absorbed in Nujol, they cannot be absorbed by the system as Nujol itself is non-absorbable.

The brownish color of Nujol as seen in the stool is partly due to toxins which it holds in solution.

Nujol is a safe and effective treatment in all types of constipation and intestinal toxemia.

Nujol

REG. U.S. PAT. OFF.

ns

the
kins.

tion
n up
than
quick-
read-
and
poi-
ces,
are
ujol
e ab-
they
d by
l it-
ble.

tool
ion.

all

Vol

S

e

s.

n

p

n

r

g

d

-

o

e

l

r

y

y

-

.

I

.

l

Vo